

NEUROVERSE GLOBAL

# Customer Satisfaction & Quality Metrics

## Excellence Program

*A 5-Day Intensive Executive Training Program*

Training Course Code: NV-TR-07-011

Prepared for: [Client Organization]

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## Executive Summary

The **Customer Satisfaction & Quality Metrics Program** is designed to help organizations measure, analyze, and improve customer experience through effective quality and performance metrics. The program introduces internationally recognized quality management principles promoted by organizations such as the International Organization for Standardization and customer satisfaction measurement methodologies widely used in modern service-driven organizations. Participants will learn how to design customer satisfaction measurement systems, develop meaningful service quality indicators, and analyze feedback data to drive improvement initiatives. Through practical tools and real-world case studies, the program demonstrates how customer insights can guide strategic decision-making and operational excellence. By the end of the program, participants will be equipped to build integrated customer satisfaction and quality monitoring systems that enhance loyalty, service excellence, and long-term business performance.

Program Element	Details
<b>Duration</b>	5 Days (40 Hours)
<b>Target Audience</b>	C-Suite Executives, Senior Leaders, Strategy Professionals
<b>Delivery Options</b>	5★ Hotel   Traveling (Global Centers)   Training Institute   Onsite at Your Location   Virtual Live   Hybrid
<b>Certification</b>	yes
<b>Class Size</b>	Optimum number of participants for highest interaction and engagement

We provide flexible and premium delivery formats tailored to your strategic priorities:

- **5★ Hotel Experience:** Executive retreat setting combining strategic learning, executive networking, and high-level team in luxury venues (e.g., Amman, Dead Sea, Aqaba).
- **Traveling (Global Centers):** Delivered at world-class international locations such as London, Istanbul, Dubai, Singapore, Georgia, or select European hubs, offering premium facilities and global networking opportunities.
- **Training Institute:** Hosted at leading accredited institutes equipped with advanced learning technologies and innovation-driven environments.
- **Onsite at Your Location:** Conducted at your corporate headquarters for a fully customized, confidential, and organization-focused experience.
- **Virtual Live:** High-definition, interactive online sessions with digital collaboration tools ideal for distributed leadership teams.
- **Hybrid Model:** A strategic blend of in-person engagement and synchronized virtual participation to maximize flexibility and international reach.

## Curriculum Structure

The **Customer Satisfaction & Quality Metrics Program** is structured as a comprehensive 5-day executive learning journey designed to strengthen organizational capabilities in measuring, analyzing, and improving customer experience and service quality. The program integrates modern quality management frameworks, customer feedback systems, and performance analytics methodologies. Participants will gain practical skills in developing customer satisfaction indicators, analyzing service quality performance, and implementing continuous improvement strategies across their organizations.

### Day 1: Foundations of Customer Satisfaction & Quality Management

**Theme:** Understanding Customer-Centered Performance

Module	Key Activities
<b>Customer Experience Fundamentals</b>	The strategic importance of customer satisfaction
<b>Quality Management Principles</b>	Core quality frameworks and service excellence models
<b>Voice of the Customer</b>	Techniques for collecting customer insights and feedback
<b>Customer Journey Mapping</b>	Identifying customer interaction points and service gaps

### Day 2: Designing Customer Satisfaction Metrics

**Theme:** Measuring Customer Experience

Module	Key Activities
<b>Customer Satisfaction Indicators</b>	Designing CSAT, customer loyalty, and service metrics
<b>Survey Design &amp; Feedback Systems</b>	Creating effective customer feedback mechanisms
<b>Data Collection Methods</b>	Surveys, digital feedback tools, and service analytics
<b>Customer Experience Analytics</b>	Analyzing customer satisfaction data for insights

## Day 3: Quality Measurement & Performance Indicators

**Theme:** Monitoring Service Quality Performance

Module	Key Activities
Quality Metrics & KPIs	Service quality indicators and operational performance metrics
Benchmarking Service Performance	Industry comparisons and best practice analysis
Root Cause Analysis	Identifying drivers of customer dissatisfaction
Quality Dashboard Design	Developing visual monitoring systems for service performance

## Day 4: Service Improvement & Customer Experience Strategy

**Theme:** Enhancing Customer Value

Module	Key Activities
Customer Experience Improvement	Designing service enhancement strategies
Process Improvement for Quality	Linking quality metrics with operational processes
Customer Relationship Management	Leveraging CRM systems to enhance customer engagement
Service Innovation Workshop	Developing customer-focused improvement initiatives

## Day 5: Building a Customer-Centric Organization

**Theme:** Sustaining Customer Satisfaction Excellence

Module	Key Activities
Customer-Centric Culture	Building organizational commitment to customer satisfaction
Continuous Quality Improvement	Implementing feedback-driven improvement systems
Performance Monitoring Systems	Integrating customer metrics with organizational dashboards
Capstone & Certification	Designing a customer satisfaction and quality metrics framework

## Delivery Options

NeuroVerse Global offers unparalleled flexibility in program delivery, ensuring that world-class strategic education is accessible regardless of location or logistical constraints. Choose the format that best suits your organizational needs:

Format	Description	Best For
<b>Executive Retreat</b> ***** <b>5* Hotel</b>	Multi-day experience at luxury venues in <b>hotels 5*</b> combining learning with strategic planning and team activities. Amman, Dead Sea, Aqaba	Board offsites, strategic planning, executive bonding
<b>Premier Training Institute</b>	Delivered at internationally accredited, state-of-the-art institutes equipped with advanced learning technologies, executive facilities, and innovation labs.	Executive education, certified programs, high-impact professional development
<b>Global Centers</b> With <b>Traveling</b>	Conducted at NeuroVerse world-class facilities in London, Istanbul, Egypt, Dubai, Singapore, Georgia, or Europe. Premium amenities and networking.	International exposure, cross-cultural learning, executive networking
<b>Onsite Premium</b>	NeuroVerse facilitator at your corporate headquarters or preferred location. Full materials, and immersive experience.	Leadership teams, confidential strategy sessions, team building
<b>Virtual Live</b>	Synchronous online sessions with interactive tools, breakout rooms, and digital collaboration platforms. HD streaming.	Distributed teams, cost optimization, time-constrained executives
<b>Hybrid Model</b>	Blend of in-person and virtual elements. Regional hubs with synchronized virtual participation for global teams.	Global organizations, flexible participation, maximum reach



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Make you Training in more than 35 Countries Around the World

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