



# دورة تدريبية في إتقان قياس وتحليل رضا العلاء وجودة الخدمة



**AGILE LEADERS**  
Training Center

29 Dec 2026 - 02 Jan 2027

كوالالمبور

## دورة تدريبية في إتقان قياس وتحليل رضا العملاء وجودة الخدمة

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### Course Overview:

The course equips participants with advanced skills in measuring, managing, and enhancing customer satisfaction in public service sectors. It covers customer satisfaction measurement, service quality evaluation, and customer feedback management. The course also includes methods like customer journey mapping, satisfaction surveys, and customer insight techniques. Participants will gain insights into customer perceptions, expectations, and the SERVQUAL model, enabling them to effectively analyze customer satisfaction.

### Target Audience:

- Public Service Managers
- Customer Service Directors
- Quality Assurance Officers
- Customer Insight Analysts
- Operations Managers
- Marketing Executives
- Government Officials

### Targeted Organizational Departments:

- Public Relations
- Quality Assurance
- Customer Support
- Marketing & Sales
- Operations

### Targeted Industries:

- Public Administration
- Healthcare Services
- Hospitality
- Telecommunications
- Retail and Consumer Services

## Course Offerings:

By the end of this course, participants will be able to:

- Measure customer satisfaction using various methods including satisfaction surveys, SERVQUAL, and feedback analysis.
- Implement strategies to manage customer satisfaction effectively in public services.
- Conduct customer journey mapping and improve public service satisfaction.
- Utilize customer segmentation analysis to better understand target markets.
- Apply mystery shopping techniques to assess service delivery performance.

## Training Methodology:

The course features interactive training with case studies, group discussions, and real-world applications. Participants engage in customer journey mapping, role-playing for satisfaction surveys, and service quality evaluations. The course also includes hands-on activities such as mystery shopping simulations and focus group insights. Through interactive feedback sessions, participants analyze customer satisfaction data and apply customer insight techniques to develop actionable strategies for improving public service satisfaction and organizational performance.

## Course Toolbox:

- ebooks covering customer satisfaction measurement and management strategies.
- Access to online resources on public sector service quality.
- Satisfaction survey templates.
- Case studies on managing customer feedback.
- Checklists for benchmarking service delivery performance.

## Course Agenda:

### Day 1: Understanding Customer Satisfaction and Public Service Dynamics

- The Changing Role of Public Services and the Citizen/Customer Relationship Topic 1:
  - Why Manage Customer Satisfaction in Public Services? Topic 2:
  - Different Faces of Citizens/Customers in Public Service Delivery Topic 3:
  - Public vs. Private Service Delivery - Key Differences Topic 4:
  - Service and Product Characteristics in Public Services Topic 5:
  - Introduction to Customer Satisfaction Concepts and Models Topic 6:
  - Reflect on the changing role of customers in public services and key takeaways from Reflection & Review:
- Day 1



## Day 2: Key Determinants of Customer Satisfaction and Service Quality

- Understanding Expectations and Perceptions in Customer Satisfaction Topic 1: •
- The SERVQUAL Model for Service Quality Evaluation Topic 2: •
- Determinants of Service Quality in Public Services Topic 3: •
- Identifying and Measuring Key Satisfaction Factors Topic 4: •
- How to Address Customer Expectations vs. Perceptions Topic 5: •
- Impact of Quality Factors on Customer Satisfaction Topic 6: •
- Review service quality measurement tools and determinants of satisfaction Reflection & Review: •

## Day 3: From Measurement to Management: Methods and Techniques

- From Satisfaction Measurement to Customer Satisfaction Management Topic 1: •
- Methods for Measuring Customer Satisfaction Surveys, Focus Groups Topic 2: •
- Customer Journey Mapping and Process Analysis Topic 3: •
- Usability Testing and Feedback Analysis Topic 4: •
- Mystery Shopping and Frontline Staff Insights Topic 5: •
- Co-evaluation Techniques for Public Services Topic 6: •
- Reflect on methods for measuring and managing satisfaction in public services Reflection & Review: •

## Day 4: Implementing Customer Satisfaction Strategies

- Co-production and Co-design in Public Service Delivery Topic 1: •
- Citizen/Customer Panels and Engagement Strategies Topic 2: •
- Using ICT to Gather Feedback and Improve Services Topic 3: •
- Satisfaction Surveys and their Pros and Cons Topic 4: •
- Benchmarking Public Service Satisfaction Topic 5: •
- Building a Strategy for Continuous Service Improvement Topic 6: •
- Evaluate strategies for engaging customers and improving service delivery Reflection & Review: •

## Day 5: Continuous Improvement and Long-Term Satisfaction Management

- Organizational Improvement through Customer Feedback Topic 1: •
- Public Sector Service Improvement Strategies Topic 2: •
- Enhancing Service Reliability and Responsiveness Topic 3: •
- Using Citizen Charters for Service Accountability Topic 4: •
- Managing Service Performance and Customer Expectations Topic 5: •
- Ensuring Customer Loyalty through Service Quality Topic 6: •
- Reflect on long-term strategies for managing and sustaining customer satisfaction Reflection & Review: •

## How This Course is Different from Other Customer Satisfaction Courses:

This course offers a tailored approach to public sector satisfaction management, focusing on practical methods like the SERVQUAL model and customer journey mapping. It also includes hands-on techniques such as mystery shopping and co-design with customers. The program is designed for immediate real-world application and equips participants to effectively manage and enhance customer satisfaction in public services.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة

## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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Training Center

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