



PECB Certified Lead Customer Satisfaction Manager

Master the management of Customer Satisfaction based on ISO 10004

Why should you attend?

Lead Customer Satisfaction Manager training enables you to acquire the expertise to support and lead an organization and its team to successfully understand, monitor, measure and manage customer satisfaction based on ISO 10004. During this training course, you will also gain comprehensive knowledge of the best practices of Customer Satisfaction and be able to effectively apply them in an organization to meet and/or exceed customer expectations.

After mastering all the necessary concepts of Customer Satisfaction, you can sit for the exam and apply for a “PECB Certified Lead Customer Satisfaction Manager” credential. By holding a PECB Certificate, you will be able to demonstrate that you have the professional capabilities and competencies to effectively manage customer satisfaction in an organization.



Who should attend?

- Managers or consultants seeking to master their skills to support an organization during the implementation of a Customer Satisfaction Management framework based on ISO 10004
- Professionals responsible for the effective management of customer satisfaction within an organization
- Expert advisors seeking to gain comprehensive knowledge of the key principles, concepts, and methods of monitoring and measuring Customer Satisfaction
- Customer Satisfaction Management team members

Course agenda

Duration: 5 days

Day 1 | Introduction to ISO 10004 and quality management guidelines for monitoring and measuring Customer Satisfaction

- Course objective and structure
- Standard and regulatory framework
- Fundamental principles and concepts of Customer Satisfaction Management
- Initiation of CSM methods
- Allocation of necessary resources

Day 2 | Plan Customer Satisfaction Management

- CSM scope
- CSM policy
- Identify customer expectations
- Determine customer expectations
- Identify and select customer satisfaction characteristics
- Indirect indicators of customer satisfaction
- Direct measures of customer satisfaction

Day 3 | Manage Customer Satisfaction

- Collect customer satisfaction data
- Prepare the data for analysis
- Determine the method of analysis
- Conduct the analysis
- Validate the analysis
- Report results and recommendations

Day 4 | CSM maintenance, continuous improvement and preparation for a certification

- Provide feedback for improvement
- Monitor customer satisfaction
- Monitor actions taken to improve customer satisfaction
- Assess the effectiveness of actions taken
- Competence, evaluation and closing the training

Day 5 | Certification Exam



Learning objectives

- Acknowledge the correlation between ISO 10004 and other standards and regulatory frameworks
- Master the concepts, approaches, methods and techniques used for Customer Satisfaction Management
- Learn how to interpret the ISO 10004 principles and guidelines in the specific context of an organization
- Acquire the expertise to support an organization to effectively manage and monitor Customer Satisfaction based on best practices

Examination

Duration: 3 hours

The “PECB Certified Lead Customer Satisfaction Manager” exam fully meets the requirements of the PECB Examination and Certification Programme (ECP). The exam covers the following competency domains:

Domain 1 | Fundamental principles and concepts of Customer Satisfaction Management

Domain 2 | Customer Satisfaction Management framework

Domain 3 | Planning CSM based on ISO 10004

Domain 4 | Managing CS based on ISO 10004

Domain 5 | Performance evaluation, monitoring and measurement of a CSM based on ISO 10004

Domain 6 | Continual improvement of CSM based on ISO 10004

Domain 7 | Prepare for a CSM certification

For more information about exam details, please visit [Examination Rules and Policies](#).



Certification

After successfully completing the exam, you can apply for the credentials shown on the table below. You will receive a certificate once you comply with all the requirements related to the selected credential.

For more information about Customer Satisfaction certifications and the PECB certification process, please refer to the [Certification Rules and Policies](#).

Credential	Exam	Professional experience	CSM experience	Other requirements
PECB Certified Provisional Customer Satisfaction Manager	PECB Certified Lead Customer Satisfaction Manager exam or equivalent	None	None	Signing the PECB Code of Ethics
PECB Certified Lead Customer Satisfaction Manager	PECB Certified Lead Customer Satisfaction Manager exam or equivalent	Two years: One year of work experience in Customer Satisfaction Management	Customer Satisfaction Management activities: a total of 200 hours	Signing the PECB Code of Ethics
PECB Certified Lead Customer Satisfaction Manager	PECB Certified Lead Customer Satisfaction Manager exam or equivalent	Five years: Two years of work experience in Customer Satisfaction Management	Customer Satisfaction Management activities: a total of 300 hours	Signing the PECB Code of Ethics

General information

- Certification fees are included in the exam price
- Training material containing over 450 pages of information and practical examples will be distributed
- A participation certificate of 31 CPD (Continuing Professional Development) credits will be issued
- In case of exam failure, you can retake the exam within 12 months free of charge