



## Managing Quality in Customer Service Environments

When talking about customer service or continuous improvement, the word ‘quality’ is used time and time again. But what does ‘quality’ really mean in a service environment? What does it look like and how can it be measured and maintained? All of these questions – and more – need to be addressed. If not, any discussions around what it means to establish and manage a quality service can be rendered meaningless.

### Description

Quality can be defined as a service or product that is considered fit for purpose and satisfies customers' expectations, needs and future requirements. This topic reminds us of the importance of determining what quality means in the eyes of our customers – and then measuring our performance against those expectations.

This topic is intended to help you improve your team's customer service by using quality management tools that ensure the best possible customer experience. It is designed for customer-facing staff and managers, although it will also be applicable to anyone looking to enact continuous improvement within their departments.

### What does it involve?

This course is delivered through a series of concise digital learning activities that introduce the core principles of quality in customer service environments. Learners begin with an engaging animation before moving into two focused tutorials that explore how to

achieve, measure, and improve quality using practical frameworks and real-world examples.

To help embed the learning, you'll receive a set of practical tips to support everyday quality management and complete a personal action plan. This final activity enables you to set clear improvement goals, reflect on your progress, and apply quality management practices confidently in your role.

### What's the outcome?

Upon completing this topic, you'll understand how actively managing the quality of what goes on around you can help improve your customers' experience. Having been shown how to implement quality management processes and procedures, you'll also have a clearer understanding of the cost of not applying these methods. In addition, being able to measure quality will provide you with a benchmark against which you and your team can look to continually improve.

### Learning activities



Animation



Online  
tutorial



Action  
plan

### Delivery method:



**Estimated learning time:**  
53 minutes

### How to book

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