Garnet
Garnet Global Training Center

GGT-QE-128

Quality, Excellence & Customer Service

Service Quality & SERVQUAL

جودة الخدمة ونموذج SERVQUAL

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Service Quality & SERVQUAL practise the methods, tools and standards they need to perform reliably and solve problems on the job. Systems and methods that make performance consistent, measurable and better every year. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Service Quality & SERVQUAL to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Quality and excellence teams, process owners, auditors and customer service leaders. Practitioners with one to five years of experience benefit most.

Key topics

- Process mapping and standard work
- Measurement and statistical tools
- Audit planning and reporting
- Customer journey and feedback
- Excellence models and self-assessment
- Sustaining improvement

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Service Quality & SERVQUAL: principles and standards

- Customer journey and feedback
- Measurement and reporting

Day 2 Methods and tools in practice

- Excellence models and self-assessment
- Sustaining improvement

Day 3 Diagnosis and problem solving

- Process mapping and standard work
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Measurement and statistical tools
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Audit planning and reporting
- Regional and international case studies

10-day outline

Day 1 Service Quality & SERVQUAL: principles and standards

- Customer journey and feedback
- Measurement and reporting

Day 2 Methods and tools in practice

- Excellence models and self-assessment
- Sustaining improvement

Day 3 Diagnosis and problem solving

- Process mapping and standard work
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Measurement and statistical tools
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Audit planning and reporting
- Regional and international case studies

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
10–21 Jan 2027	10-day classroom	Doha	Arabic	8,950
8–12 Feb 2027	5-day classroom	London	English	4,750
1–5 Nov 2027	5-day classroom	Kuala Lumpur	English	4,750
13–17 Dec 2027	5-day online	Live online	Arabic	2,950
20–24 Mar 2028	5-day classroom	Singapore	English	4,750
1–12 May 2028	10-day classroom	Istanbul	English	8,950
7–18 Aug 2028	10-day online	Live online	English	5,450
18–22 Dec 2028	5-day classroom	Geneva	English	4,750
19–30 Mar 2029	10-day classroom	Abu Dhabi	Arabic	8,950

Dates	Format	City	Language	Fee (USD)
16–20 Apr 2029	5-day online	Live online	English	2,950
9–13 Jul 2029	5-day classroom	Amsterdam	English	4,750
7–11 Oct 2029	5-day classroom	Riyadh	Arabic	4,750
19–30 May 2030	10-day classroom	Cairo	Arabic	8,950
17–21 Jun 2030	5-day classroom	Istanbul	English	4,750
19–23 Aug 2030	5-day classroom	Kuala Lumpur	English	4,750
4–15 Nov 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/