

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

ISO 10002 — Customer Satisfaction and Complaints Handling

ISO Certification Programme



LAPT — London Academy of Professional Training

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Reference HL-CSR-10002 • ISO Health

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AT A GLANCE

REFERENCE	HL-CSR-10002
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Complaints Handling Strategies

5 chapters · 30 classes65 marks

• 1 Understanding Customer Complaints in Healthcare — 6 classes

› 1.1 Define Customer Complaints in Healthcare Settings

› 1.2 Identify Common Causes of Complaints in Healthcare

› 1.3 Analyze the Impact of Complaints on Patient Satisfaction

› 1.4 Explore Regulatory Standards for Complaints Handling

› 1.5 Develop Effective Communication Strategies for Complaints Resolution

› 1.6 Implement a Feedback Loop for Continuous Improvement in Healthcare Services

• 2 ISO 10002 Principles and Framework — 6 classes

› 2.1 Understand ISO 10002 Principles for Effective Complaints Handling

› 2.2 Identify Key Components of the ISO 10002 Framework

› 2.3 Analyze the Importance of Customer Satisfaction in Complaints Management

› 2.4 Explore the Role of Leadership in Implementing ISO 10002

› 2.5 Develop Strategies for Continuous Improvement in Complaints Handling

› 2.6 Implement Best Practices for Effective Customer Feedback Collection

• 3 Developing a Complaints Handling Policy — 6 classes

› 3.1 Identify Key Elements of a Complaints Handling Policy

› 3.2 Analyze Stakeholder Needs for Effective Policy Development

› 3.3 Design a Structured Complaints Handling Process

› 3.4 Establish Clear Roles and Responsibilities in Complaints Handling

› 3.5 Implement Training Programs for Staff on Complaints Management

› 3.6 Evaluate and Revise the Complaints Handling Policy Regularly

• 4 Training Staff in Complaints Management — 6 classes

› 4.1 Identify Key Principles of Effective Complaints Handling

› 4.2 Recognize Different Types of Customer Complaints

› 4.3 Develop Active Listening Skills for Customer Interactions

› 4.4 Respond Appropriately to Customer Complaints

› 4.5 Implement Follow-Up Procedures After Resolving Complaints

› 4.6 Assess and Improve Complaints Handling Strategies

• 5 Analyzing and Improving Complaint Trends — 6 classes

› 5.1 Identify Key Complaint Trends in Customer Feedback

› 5.2 Analyze Root Causes of Recurring Complaints

› 5.3 Assess the Impact of Complaint Trends on Customer Satisfaction

› 5.4 Develop Strategies to Mitigate Identified Trends

› 5.5 Implement Changes Based on Complaint Trend Analysis

› 5.6 Evaluate the Effectiveness of Improved Complaint Handling Strategies

• 1 Understanding Customer Satisfaction in Healthcare — 6 classes

- › 1.1 Define Customer Satisfaction in Healthcare Context
- › 1.2 Identify Key Factors Influencing Patient Satisfaction
- › 1.3 Analyze the Impact of Effective Communication on Patient Experience
- › 1.4 Explore Methods for Measuring Patient Satisfaction
- › 1.5 Examine Common Complaints in Healthcare Settings
- › 1.6 Develop Strategies for Enhancing Customer Satisfaction in Healthcare

• 2 Principles of Effective Complaint Management — 6 classes

- › 2.1 Identify Key Components of Effective Complaint Management
- › 2.2 Analyze the Impact of Customer Complaints on Business Performance
- › 2.3 Develop Active Listening Skills for Effective Complaint Resolution
- › 2.4 Explore Techniques for Responding to Customer Complaints
- › 2.5 Implement Continuous Improvement Strategies in Complaint Handling
- › 2.6 Design a Customer Feedback Loop to Enhance Satisfaction

• 3 Measuring Customer Satisfaction: Tools and Techniques — 6 classes

- › 3.1 Identify Key Metrics for Customer Satisfaction
- › 3.2 Explore Quantitative Methods for Measuring Satisfaction
- › 3.3 Utilize Qualitative Techniques to Gather Customer Feedback
- › 3.4 Analyze Customer Satisfaction Data for Insights
- › 3.5 Develop Action Plans Based on Customer Feedback
- › 3.6 Present and Communicate Customer Satisfaction Findings

• 4 Implementing ISO 10002 Standards in Healthcare Services — 6 classes

- › 4.1 Understand ISO 10002: Key Components and Objectives
- › 4.2 Identify Customer Satisfaction Concepts Relevant to Healthcare
- › 4.3 Analyze Common Complaints in Healthcare Services
- › 4.4 Develop Strategies for Implementing Feedback Mechanisms
- › 4.5 Create Action Plans for Addressing Customer Complaints
- › 4.6 Evaluate the Impact of ISO 10002 on Patient Satisfaction

• 5 Creating a Culture of Continuous Improvement in Customer Satisfaction — 6 classes

- › 5.1 Define Customer Satisfaction and Its Importance in Business
- › 5.2 Identify Key Components of a Continuous Improvement Culture
- › 5.3 Analyze Different Customer Feedback Mechanisms
- › 5.4 Develop Strategies for Encouraging Customer Feedback
- › 5.5 Implement Techniques for Analyzing and Act on Feedback
- › 5.6 Create an Action Plan for Sustaining Continuous Improvement

• 1 Understanding Data Types and Collection Methods in Healthcare — 6 classes

- › 1.1 Identify Different Data Types in Healthcare
- › 1.2 Explore Quantitative vs Qualitative Data
- › 1.3 Assess the Importance of Data Collection Methods
- › 1.4 Compare Primary and Secondary Data Sources
- › 1.5 Evaluate Data Collection Tools and Techniques
- › 1.6 Apply Data Collection Methods to Customer Satisfaction Scenarios

• 2 Data Cleaning and Preparation for Analysis — 6 classes

- › 2.1 Understand the Importance of Data Cleaning for Customer Satisfaction
- › 2.2 Identify Common Data Quality Issues in Customer Feedback
- › 2.3 Apply Techniques for Removing Duplicates from Datasets
- › 2.4 Explore Methods for Handling Missing Data Effectively
- › 2.5 Standardize Data Formats for Consistent Analysis
- › 2.6 Create a Cleaned Dataset Ready for Reporting and Analysis

• 3 Quantitative Analysis Techniques for Customer Feedback — 6 classes

- › 3.1 Identify Key Metrics for Customer Feedback Analysis
- › 3.2 Collect Customer Feedback Data Efficiently
- › 3.3 Apply Descriptive Statistics to Summarize Feedback
- › 3.4 Utilize Data Visualization Techniques for Insights
- › 3.5 Interpret Trends and Patterns in Customer Feedback
- › 3.6 Present Analytical Findings for Strategic Recommendations

• 4 Qualitative Analysis of Complaints and Satisfaction Data — 6 classes

- › 4.1 Identify Key Themes in Customer Complaints Data
- › 4.2 Apply Qualitative Coding Techniques to Satisfaction Feedback
- › 4.3 Analyze Patterns and Trends in Customer Satisfaction Responses
- › 4.4 Evaluate the Impact of Complaints on Overall Customer Experience
- › 4.5 Synthesize Findings into Actionable Recommendations
- › 4.6 Present Qualitative Analysis Results to Stakeholders

• 5 Reporting Findings and Driving Improvement in Healthcare Services — 6 classes

- › 5.1 Identify Key Metrics for Measuring Customer Satisfaction in Healthcare
- › 5.2 Analyze Data Sources to Understand Patient Feedback Trends
- › 5.3 Create Clear and Effective Reports on Patient Complaints
- › 5.4 Present Findings to Stakeholders for Enhanced Decision-Making
- › 5.5 Develop Action Plans Based on Data Insights for Service Improvement
- › 5.6 Evaluate the Impact of Improvements on Patient Satisfaction Outcomes

• 1 Understanding Customer Satisfaction in Health Care — 6 classes

- › 1.1 Define Customer Satisfaction in Health Care Contexts
- › 1.2 Identify Key Factors Influencing Patient Satisfaction
- › 1.3 Assess Methods for Gathering Patient Feedback
- › 1.4 Analyze Common Complaints in Health Care Services
- › 1.5 Develop Improvement Strategies Based on Feedback
- › 1.6 Evaluate the Effectiveness of Customer Satisfaction Initiatives

• 2 Introduction to ISO 10002 Standards — 6 classes

- › 2.1 Define ISO 10002 Standards and Their Importance in Customer Satisfaction
- › 2.2 Identify Key Principles of Effective Complaints Handling
- › 2.3 Explore the Structure of ISO 10002 and Its Core Components
- › 2.4 Analyze the Benefits of Implementing ISO 10002 in Organizations
- › 2.5 Examine Case Studies of Successful ISO 10002 Implementation
- › 2.6 Plan the Steps for Integrating ISO 10002 Standards into Business Practices

• 3 Implementing Improvement Measures Based on Feedback — 6 classes

- › 3.1 Analyze Customer Feedback to Identify Improvement Opportunities
- › 3.2 Develop Action Plans for Addressing Feedback-Based Issues
- › 3.3 Engage Teams in Collaborative Problem Solving for Improvement
- › 3.4 Implement Changes Based on Action Plans and Feedback
- › 3.5 Monitor and Evaluate the Impact of Implemented Improvements
- › 3.6 Communicate Improvements and Gather Further Customer Insights

• 4 Evaluating the Effectiveness of Improvement Strategies — 6 classes

- › 4.1 Identify Key Performance Indicators for Improvement Strategy Evaluation
- › 4.2 Collect and Analyze Data on Customer Satisfaction Levels
- › 4.3 Assess the Impact of Improvement Strategies on Customer Feedback
- › 4.4 Conduct Stakeholder Interviews to Evaluate Perceived Effectiveness
- › 4.5 Develop Action Plans Based on Evaluation Findings
- › 4.6 Create a Continuous Improvement Loop for Future Evaluations

• 5 Leading a Culture of Continuous Improvement in Care Services — 6 classes

- › 5.1 Define Continuous Improvement in Care Services
- › 5.2 Identify Key Components of a Continuous Improvement Culture
- › 5.3 Assess Current Practices in Customer Satisfaction and Complaints Handling
- › 5.4 Develop Strategies for Enhancing Team Engagement in Improvement Initiatives
- › 5.5 Implement Feedback Loops for Ongoing Evaluation and Adjustment
- › 5.6 Create an Action Plan for Sustaining Continuous Improvement Efforts

• 1 Understanding Customer Expectations in Healthcare Services — 6 classes

- › 1.1 Identify Key Factors Influencing Customer Expectations in Healthcare
- › 1.2 Analyze the Role of Communication in Shaping Patient Perceptions
- › 1.3 Evaluate Different Patient Demographics and Their Unique Needs
- › 1.4 Develop Techniques for Gathering Patient Feedback Effectively
- › 1.5 Implement Strategies to Manage and Align Expectations in Healthcare
- › 1.6 Create a Framework for Continuous Improvement in Customer Satisfaction

• 2 Developing a Customer-Centric Leadership Approach — 6 classes

- › 2.1 Understand the Principles of Customer-Centric Leadership
- › 2.2 Identify Key Characteristics of Customer-Centric Leaders
- › 2.3 Analyze Customer Feedback to Drive Leadership Strategies
- › 2.4 Develop Skills for Effective Complaint Resolution
- › 2.5 Create a Vision for Customer Satisfaction in Leadership
- › 2.6 Implement a Customer-Centric Action Plan for Team Engagement

• 3 Implementing Effective Complaints Handling Mechanisms — 6 classes

- › 3.1 Assess Current Complaints Handling Practices
- › 3.2 Identify Key Stakeholders in Complaints Resolution
- › 3.3 Develop Standard Operating Procedures for Complaints Handling
- › 3.4 Train Staff on Effective Communication and Resolution Strategies
- › 3.5 Implement Feedback Mechanisms for Continuous Improvement
- › 3.6 Evaluate and Adapt Complaints Handling Systems Regularly

• 4 Utilizing Data to Drive Customer Satisfaction Improvements — 6 classes

- › 4.1 Analyze Customer Feedback Trends
- › 4.2 Identify Key Performance Indicators for Satisfaction
- › 4.3 Interpret Data to Highlight Improvement Areas
- › 4.4 Integrate Data Insights into Leadership Strategies
- › 4.5 Develop a Data-Driven Action Plan for Customer Service
- › 4.6 Evaluate the Impact of Changes on Customer Satisfaction

• 5 Fostering a Continuous Improvement Culture in Patient Care — 6 classes

- › 5.1 Define Continuous Improvement in Patient Care
- › 5.2 Identify Key Components of a Continuous Improvement Culture
- › 5.3 Explore Leadership Strategies for Fostering Improvement
- › 5.4 Analyze Real-Life Case Studies in Patient Care Enhancements
- › 5.5 Develop an Action Plan for Implementing Improvements
- › 5.6 Evaluate Successes and Challenges in Continuous Improvement Initiatives

• 1 Understanding Customer Satisfaction Principles — 6 classes

- › 1.1 Define and Explain Customer Satisfaction Concepts
- › 1.2 Identify Key Components of Effective Complaints Handling
- › 1.3 Explore the Impact of Customer Satisfaction on Business Success
- › 1.4 Assess Customer Satisfaction Measurement Techniques
- › 1.5 Develop Strategies for Improving Customer Satisfaction
- › 1.6 Implement a Customer Feedback Loop for Continuous Improvement

• 2 Introduction to ISO 10002 Standards — 6 classes

- › 2.1 Define ISO 10002 Standards and Their Importance in Customer Satisfaction
- › 2.2 Explore Key Principles of Effective Complaints Handling
- › 2.3 Identify Stakeholders in the Customer Satisfaction Process
- › 2.4 Analyze the Structure and Requirements of ISO 10002
- › 2.5 Implement Steps for Establishing a Complaints Handling System
- › 2.6 Evaluate Real-World Case Studies on ISO 10002 Implementation

• 3 Implementing Effective Complaints Handling Processes — 6 classes

- › 3.1 Identify Key Elements of Effective Complaints Handling
- › 3.2 Analyze Customer Feedback for Continuous Improvement
- › 3.3 Develop Clear Complaints Procedures and Guidelines
- › 3.4 Train Staff on Active Listening and Empathy Skills
- › 3.5 Implement a Tracking System for Complaints Management
- › 3.6 Evaluate the Effectiveness of Complaints Handling Processes

• 4 Leadership and Culture in Customer Satisfaction — 6 classes

- › 4.1 Define the Role of Leadership in Customer Satisfaction
- › 4.2 Identify Key Cultural Elements that Influence Customer Service
- › 4.3 Explore Leadership Styles that Enhance Customer Satisfaction
- › 4.4 Assess the Impact of Organizational Culture on Customer Complaints
- › 4.5 Develop Strategies for Fostering a Customer-Centric Culture
- › 4.6 Implement Leadership Best Practices for Effective Complaints Handling

• 5 Continuous Improvement and Compliance Monitoring — 6 classes

- › 5.1 Identify Key Principles of Continuous Improvement
- › 5.2 Explore Methods for Effective Compliance Monitoring
- › 5.3 Analyze the Role of Leadership in Customer Satisfaction
- › 5.4 Implement Strategies for Enhancing Customer Feedback Loops
- › 5.5 Assess the Impact of Continuous Improvement on Complaints Handling
- › 5.6 Develop an Action Plan for Ongoing Improvement Initiatives