

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Customer satisfaction	
Please assign the training course to one or more of the 10 Tourism2030-Topics ¹ : Natural Heritage & Biodiversity • Climate Change, Energy & Resource Efficiency • Travel, Transport and Mobility • Good Governance and CSR • Marketing & Certification • Cultural Heritage, Lifestyles and Diversity • Value Chain Management & Fair Trade • Human Rights & Labor Rights • Destination Management • Knowledge Networking, Training, Education	
COURSE FRAMEWORK DATA	
Time period and dates: <i>(→ Dates/ frequency/ period of course offer)</i>	Regular online courses
Type of training course: <i>(→ seminar, workshop, self-checks)</i>	Workshop
Course venue: <i>(→ Online/In-situ)</i>	Online
Amount of working hours to complete the course:	8 hours
Language of instruction:	Romanian
Training course provider:	ASRO Academy
COURSE CONTENT	
Short course description:	Knowing the role and importance of regular evaluation of customer satisfaction to obtain the performance of any business (efficiency, profit, market segment, competitiveness). Familiarization of participants with the concepts, principles, standards, and models specific to the evaluation and management of customer satisfaction.

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

Competences and skills: (→ <i>What will be learned</i>)	Acquiring proactive skills, attitudes, and behaviors specific to customer satisfaction assessment and management
Specific course topics: (→ <i>E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...</i>)	Marketing Human Rights & Labor Rights
Structure of course (Syllabus):	<p>Basic concepts (customer value, customer orientation, customer satisfaction, customer loyalty, customer loyalty management, customer complaints management).</p> <p>From "customer requirements" to "designed quality" and "achieved quality".</p> <p>International rights and Romanian consumer rights.</p> <p>Models and tools for evaluating / analyzing customer satisfaction, "customer-supplier relationship".</p> <p>KANO diagram, model "virtuous cycle of continuous improvement of service quality".</p> <p>Evaluation of "customer satisfaction" by survey, based on a questionnaire, "Mystery shopping", Consumer Satisfaction Index.).</p> <p>From "Customer voice" to product, service, process characteristics - through "Quality function development" (QFD).</p> <p>Standards related to customer satisfaction assessment.</p> <p>Templates of customer satisfaction assessment questionnaires.</p> <p>Problem solving, reducing resistance to change; motivation of the staff involved.</p> <p>Case studies.</p>
Working methods:	
PARTICIPATION DETAILS	
Target group: (→ <i>Hotels, apartment providers, camp sites, tour operators, restaurants, other</i>)	all

Number of participants:	Min 6
Participants prerequisite:	
Technical requirements	
FURTHER INFORMATION	
Certificate:	
Course fee:	110 euro
Registration (modalities):	cursuri@asro.ro
CONTACT DETAILS TRAINING ORGANISATION	
Name:	Organismul Național de Standardizare / National Standardization Body
Postal address:	Bucharest, Mihai Eminescu, no 238
Website:	standardizarea.ro » Cursuri