



Sales, Marketing and Customer Service

Advanced Customer Service Excellence

Course Introduction

Providing excellent customer service can offset the effect of higher prices by offering a better customer experience. Customer service professionals who are properly trained and demonstrate professional service skills, can significantly improve customer satisfaction and brand loyalty. This aids the business in retaining customers and increase profits. It costs less to retain loyal customers than to acquire new ones. This training course is designed to provide participants with the essential knowledge and critical skills in the areas of professionalism, communication effectiveness, service recovery techniques, and stress management principles.

Target Audience

- Customer Service Managers & Supervisors
- Customer Support Representatives
- Call Center Team Leaders & Agents
- Sales & Account Managers
- Retail & Hospitality Professionals
- Customer Experience (CX) Professionals
- Technical Support Specialists

Learning Objectives

At the end of the training course, participants will be able to

- Gain a comprehensive understanding of the importance of setting and reviewing customer service standards.
- Have an in-depth understanding of internal and external customer expectations

- Design a social media plan to improve customer service support
- Effectively deal with difficult customers in a professional manner
- Apply time management techniques and set SMART goals to increase productivity
- Use customer service leadership skills in leading and motivating customer relationship team.

Course Outline

• 01 Day One

Enhancing Your Customer Service Communication Skills

- Active Listening and Questioning Skills to Identify a Customer's Expectations
- Body Language: How to Read Your Customer like a Book
- Working with Aggressive, Expressive, Passive and Analytical Customers
- Telephone Tips to Promote a Professional Image
- The Do's and Don'ts of Written Communication

Building the Foundation for Achieving Customer Service Excellence

- The 7 Customer Service Expectations
- Measuring Internal and External Customer Service Satisfaction
- How to Use Customer Service to Increase Sales?
- "Going the Extra Mile" to Promote Customer Service Excellence
- Using social media to enhance Customer Service
- Protecting your Organizations' Online Reputation

• 02 Day Two

Service Recovery: Handling Complaints and Upset Customers

- The Importance of Customer Complaints and Why they should be Encouraged

- Empower Employees to Get the Job Done
- Steps to Follow for Customer Service Recovery
- Strategies to Help Calm Upset Customers
- Managing Emotions during Stressful Situations

Principles of Persuasion and Professional Negotiation Strategies

- Cialdini's Six Principles of Persuasion
- The Art of Giving and Receiving Constructive Feedback
- Strategies for Negotiating Mutually Beneficial Outcomes
- Words and Tones to Avoid
- Price Value Formula
- Negotiating across Cultures

• 03 Day Three

Focusing on Customer Service Excellence and Continuous Improvement

- What is your Action Plan?
- Customer Service takes Teamwork
- Maintaining a Positive Mental Attitude
- Setting SMART Goals for Continuous Improvement
- Stress Management Tips to increase Productivity

Progressing To Leadership

- Lead from Within Your Team
- Address Escalated Customer Issues
- Analyze Customer Service Metrics

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 23, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
July 28, 2025	July 30, 2025	3 days	3250.00 \$	UAE - Dubai

FROM	TO	DURATION	FEEs	LOCATION
Oct. 27, 2025	Oct. 29, 2025	3 days	3250.00 \$	UAE - Dubai