



Sales, Marketing and Customer Service

Delighting Customers Skills for Providing Exceptional Service

Course Introduction

This 5-day BOOST course is designed to empower participants with the essential skills needed to provide exceptional service that surpasses customer expectations. Emphasizing the significance of building strong customer relationships, the course combines customer service theory and practical techniques. Participants will gain a deeper understanding of the customer experience, and learn how to effectively handle challenging situations, actively listen, communicate empathetically, and create lasting positive impressions. Ultimately, the course aims to develop proficient customer service skills that lead to improved client satisfaction, loyalty, and business success.

Target Audience

This course is ideal for:

- Customer service agents
- Sales and account management professionals
- Frontline staff
- Service industry employees
- Managers and supervisors responsible for customer service teams
- Business owners looking to enhance their service delivery

Learning Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of customer service excellence.
- Recognize customer needs and how to exceed their expectations.
- Master effective communication techniques to engage customers.

- Apply strategies for resolving conflicts and managing difficult customers.
- Utilize service recovery methods to rebuild customer trust.
- Build long-term customer relationships that drive loyalty and retention.

Course Outline

• 01 Day one

The Foundations of Exceptional Customer Service:

- **Introduction to Service Excellence**
 - Importance of customer service in driving business growth.
 - What defines excellent customer service?
- **Understanding Customer Expectations**
 - Identifying and addressing customer needs and desires.
 - Techniques for consistently exceeding expectations.
- **Creating a Customer-Centric Culture**
 - Shaping an organization-wide commitment to exceptional service.
 - Building customer-focused policies and procedures.

• 02 Day Two

Mastering Communication Skills for Service Success

- **Building Effective Customer Relationships**
 - Developing rapport and trust with customers.
 - The role of verbal and non-verbal communication.
- **Active Listening and Empathy**
 - Listening techniques to understand customer needs deeply.
 - Practicing empathy to connect with customers on an emotional level.
- **Effective Questioning and Feedback**
 - Open and closed questioning techniques.
 - Gathering and using feedback to improve service delivery.
- **Understanding Customer Complaints, Handling and resolving their issues**
 - Why customers complain and how to manage complaints effectively.
 - Turning complaints into opportunities for improvement.

• 03 Day Three

Creating Memorable Customer Experiences

- **Anticipating Customer Needs**
 - Identifying opportunities to provide proactive service.
 - Customizing the service to meet specific customer needs.
- **Personalizing Customer Interactions**
 - Using customer data to deliver tailored services.
 - Building deeper emotional connections with customers.
- **Service Innovation and Improvement**
 - Introducing new ideas and services that delight customers.
 - Continuously improving based on customer insights
- **Fostering Long-Term Relationships**
 - Techniques for developing a strategy to retain and grow customer relationships.
 - Building customer loyalty through consistent, exceptional service.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 6, 2025	April 8, 2025	3 days	3250.00 \$	KSA - Jeddah
Sept. 22, 2025	Sept. 24, 2025	3 days	3950.00 \$	England - London
Nov. 24, 2025	Nov. 26, 2025	3 days	3250.00 \$	UAE - Dubai