



# Customer Service Management Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-11-17

**End Date:** 2026-11-21

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** MAL

**Course Code:** MAL-7

## Syllabus

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### Course Syllabus

#### Introduction

Achieving customer service excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well-trained customer service professionals who have a passion for providing quality service. Providing customer service excellence gives an organisation a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Delegates will learn best practices of world-class customer service providers to develop a customer-focused mindset for continuous improvement.

In today's customer-oriented business environment, interpersonal skills are a critical component for promoting customer satisfaction and organisational success. Providing world-class customer service requires a unique combination of effective communication strategies, persuasion techniques, and conflict resolution skills. This highly-interactive customer service training course gives delegates the tools, resources, and confidence they need to enhance customer relationships and promote customer service excellence within their organisation.

- Describe the best practices of a world-class customer service provider
- Develop a customer-focused mindset for continuous improvement
- Identify key components that promote customer retention and loyalty
- Measure customer service standards
- Develop an understanding of internal and external customer expectations
- Use the phone more effectively and leave professional voicemail messages
- Communicate more effectively by utilizing active listening and questioning skills
- Successfully apply the principles of persuasion to key negotiation situations
- Give and receive feedback in a constructive manner
- Understand the importance of written and electronic communication
- Use nonverbal communication to make a positive first impression and build rapport quickly
- Set SMART goals to increase productivity
- Understand the importance of customer and organisational confidentiality
- Utilize stress management techniques to increase job satisfaction
- Use conflict resolution skills to work with difficult or demanding customers in a professional manner
- Manage their emotions during stressful situations
  - Appreciate the importance of teamwork and maintaining a positive attitude

## **Contents**

### **Day One**

#### **Principles for Delivering World-Class Customer Service**

- Course overview and learning objectives
- How do customers define quality customer service?
- What are the benefits of providing world-class customer service?
- Breakout session: How to use customer service to increase customer satisfaction and loyalty
- Benchmarking exercise: Best and worst rated customer service companies
- Creating a positive first impression: What do your customers see and hear?
- Creating customer service 'touch points' to enhance the "customer experience"
- The WOW Factor: Going the Extra Mile to exceed customer expectations
- Case study: The Nordstrom approach to quality customer service

### **Day Two**

#### **Developing Effective Communication and Interpersonal Skills**

- The power of nonverbal communication
- Practical exercise: The Body Language Quiz

- Developing your active listening skills to enhance communications
- Practical exercise: Active Listening Evaluation
- Use questioning techniques to identify a customer's expectations and service requirements
- Determining your customer's "preferred learning style"
- Keys to effective telephone and voicemail communication

### **Day Three**

#### **Principles of Superior Customer Service and Organisational Procedures**

- Does the 'customer experience' align with your organisation's vision/mission statement?
- Identifying internal and external customer expectations
- The benefits of teamwork and mutual cooperation
- Teambuilding and leadership exercise
- Guidelines for customer and organisational confidentiality
- Dos and don'ts of written and electronic communication
- Empowering employees to better serve their customers
- Case study: Scandinavian Airlines customer service programme

### **Day Four**

#### **The Importance of Customer Feedback and Service Recovery**

- Why is it important to encourage customer complaints and feedback?
- Establishing customer service satisfaction measuring and monitoring standards
- Best practices for recording and monitoring customer service issues
- The supervisor's role in service recovery
- The art of giving and receiving constructive feedback
- Negotiating win-win outcomes
- Managing emotions during stressful situations
- Strategies for working with difficult and demanding customers
- Practical exercise: Service recovery role-play

### **Day Five**

#### **Leading the Way to Customer Satisfaction and Continuous Improvement**

- Your attitude makes a difference
- Stress management tips for maintaining peak performance
- The importance of personal development
- Setting SMART goals for continuous customer service improvement
- Practical exercise: What is your Action Plan?

