



# Advanced Customer Service Management Course

## Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-06-23

**End Date:** 2026-06-27

## Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-24

## Syllabus

---

### Course Syllabus

#### Introduction

- If your organisation wants to increase customer satisfaction
- If you want to retain more customers
- If you want to differentiate your brand in the marketplace

this programme will help you to deliver these aspirations through Customer Service excellence

A company's most vital asset is its customers. Without them, we could not exist in business. When you satisfy our customers, they not only help your organisation grow by continuing to do business with you, but they are more likely to recommend you to friends and associates. Organisations which demonstrate a consistent customer service strategy, commitment to investing in a high-performance workforce and customer-focussed systems enable extraordinary service delivery and enhanced customer relationships. This highly interactive and enjoyable programme examines in depth how to build lasting rapport with

- Mean you will retain more of your customers which is cheaper than recruiting new ones
- Enable many of your customers will become advocates for your business in person and on-line creating word of mouth advertising – the most effective and cheapest kind
- Help you stand out from your competitors
- Make your workplace more enjoyable and so improve staff retention which saves on recruitment and training costs

## **Objectives**

This programme has been designed to help participants develop the vital skills to manage positive customer care. With the knowledge, they will be able to deal with customers effectively, maximize their potential, and exceed their expectations.

By the end of the training participants will be able to:

- Understand the need for customer care skills
- Identify strengths and weaknesses in the organisations customer care approach.
- Ability to use influencing skills to build long term relationships with key customers
- Describe different customer behaviour styles
- Be able to maximise the opportunity given by a complaining customer
- Clearly understand what exceptional customer care looks like, and develop tactics to demonstrate this level of service
- Understand the importance, and use of, the telephone, the internet and social media in delivering exceptional customer service
- Understand how to deal effectively with anger, aggression and complaints
- Understand the importance of security and personal security
- Assess and analyse customer satisfaction.

## **Content**

### **Day one**

The world of customer service excellence

- Excellence in customer service and what it looks like
- Identifying how excellence in front-line customer service is delivered and managed
- Assessing the quality of the service that you offer
- Concepts of customer care and the customer decision process
- Models for managing customer care,
- The psychology of customer care – an outline.
- Dealing with criticism, controlling anger and aggression
- Understanding what your customers say about you and your organisation

### **Day two**

Gaining a greater understanding of your company's service delivery

- The connection between customer service and reputation
- Examining the evidence for investing in excellent customer service
- Understanding Porters Value Chain – how do you create value for your customers

- Step into another person's shoes to better appreciate their experiences and motivations

## Day Three

### Communication masterclass

- Achieving crystal clear communication?
- Powerful listening and questioning techniques to understand what customers need
- Typical customer behaviour patterns
- Body language clues that show how others are thinking and responding to you
- Lenses or filters to communication
- Communications models
- Using perceptual positions to understand your customers' point of view
- Choosing communication channels to increase engagement

## Day Four

### Managing the delivery of customer service excellence

- Delivering a next generation customer experience
- Developing a customer strategy – planning for an interactive business relationship
- Change management of processes, metrics, incentives and skills to deliver the customer experience
- Benchmarking to achieve competitive differentiation
- Setting up internal information supply streams that flow through and around the organisation
- Knowledge management as a customer service tool
- Using a performance management framework
- Coaching – a tool for self and others
- Influencing exercises

## Day Five

### Action planning to achieve customer service excellence

- Developing a plan to deliver excellence
- Presenting your plan to top-tier management
- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal development planning