



*Training Course:
Customer Service Management in IT*

*21 April - 2 May 2025
Casablanca (Morocco)
New Hotel*

Training Course: Customer Service Management in IT

Training Course code: IT235616 From: 21 April - 2 May 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 7480 € Euro

Introduction:

This course, designed by Global Horizon Training Center, focuses on enhancing customer service management within the Information Technology IT sector. As IT becomes a critical driver of business success, effective customer service plays a key role in maintaining client satisfaction, improving service delivery, and fostering long-term relationships. This program will provide participants with practical tools and techniques to manage IT customer service efficiently, aligning support processes with strategic business goals.

Objectives:

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

- Understand the fundamentals of customer service in an IT environment.
- Develop strategies for improving customer service performance and client satisfaction.
- Manage customer service teams and processes effectively in an IT context.
- Implement IT service management best practices, including frameworks like ITIL.
- Utilize key customer service metrics to evaluate performance and areas for improvement.
- Handle complex IT customer inquiries and technical issues with a customer-centric approach.
- Improve communication skills for better interaction with clients and internal stakeholders.
- Align IT services with organizational goals to enhance customer satisfaction.
- Develop crisis management strategies for IT service disruptions.
- Leverage technology to enhance IT customer service operations.

Course Methodology:

The course will use a combination of:

- Interactive lectures and discussions
- Case studies on IT customer service scenarios
- Role-playing exercises for real-world application

- Group work and problem-solving activities
- IT service management tools and software demonstrations
- Continuous assessments and feedback

Organizational Impact:

Upon completion of this program, organizations will benefit from:

- Improved customer satisfaction and loyalty in IT service management.
- Enhanced efficiency in IT support and service delivery.
- Better alignment of IT services with business objectives.
- Reduced customer service response time and increased issue resolution rate.
- More effective handling of technical inquiries and service disruptions.
- Stronger collaboration between IT and non-technical departments.

Target Audience:

This course is suitable for:

- IT service managers
- IT support team leaders
- Customer service professionals in IT companies
- Helpdesk supervisors and team members
- IT project managers
- Technical support specialists
- Anyone responsible for managing or delivering customer service in an IT setting

Outlines

Day 1: Introduction to IT Customer Service Management

- Definition and role of customer service in IT.
- Key differences between IT and non-IT customer service.

- Overview of IT service management ITSM frameworks.
- Setting customer service goals in IT.

Day 2: ITIL and IT Service Management Best Practices

- Introduction to ITIL Information Technology Infrastructure Library.
- Key concepts and processes within ITIL.
- Implementing ITIL in customer service management.
- Case study: Successful ITIL implementation.

Day 3: Communication Skills for IT Customer Service Professionals

- Developing strong verbal and written communication.
- Tailoring technical information for non-technical clients.
- Handling difficult customers and conflict resolution.
- Role-playing exercises: Effective communication in IT.

Day 4: IT Customer Service Metrics and Performance Indicators

- Introduction to key performance indicators KPIs for IT customer service.
- How to measure customer satisfaction CSAT and net promoter score NPS.
- Analyzing and interpreting customer feedback.
- Practical exercise: Developing a KPI dashboard.

Day 5: Managing IT Support Teams

- Team structure and roles in IT support.
- Leadership and management techniques for IT customer service teams.
- Monitoring team performance and providing feedback.
- Group activity: Designing an IT support team workflow.

Day 6: Problem Solving and Technical Issue Resolution

- Identifying common IT support issues and solutions.

- Troubleshooting strategies for IT service desks.
- Managing service disruptions and escalations.
- Case study: Handling a major IT service outage.

Day 7: Technology in IT Customer Service Management

- Utilizing IT service management ITSM software tools.
- Automating support processes with AI and chatbots.
- Role of cloud services and remote support in modern IT service delivery.
- Demonstration: Using ITSM tools to streamline support processes.

Day 8: Customer-Centric IT Service Management

- Aligning IT services with customer needs and business objectives.
- Personalizing IT services for different client segments.
- Building long-term relationships with customers.
- Interactive session: Developing a customer-centric IT service strategy.

Day 9: Crisis Management in IT Customer Service

- Preparing for and managing IT service disruptions.
- Communication strategies during crises.
- Post-crisis evaluation and improvement.
- Case study: Managing a cybersecurity breach.

Day 10: Continuous Improvement and Future Trends in IT Customer Service

- The role of continuous improvement in IT customer service.
- Emerging trends in IT customer service management AI, automation, self-service.
- Course recap and action planning.
- Final project presentation: Developing a strategic IT customer service plan.

Registration form on the Training Course: Customer Service Management in IT

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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