



*Training Course:
Customer Service Excellence*

*23 - 27 November 2025
Manama (Bahrain)
Fraser Suites*

Training Course: Customer Service Excellence

Training Course code: RR5003 From: 23 - 27 November 2025 Venue: Manama (Bahrain) - Fraser Suites Training Course
Fees: 4500 € Euro

Introduction

Customer service excellence is vital for business growth, driving customer loyalty and positive referrals. Modern organizations focus on providing differentiated experiences to stand out from competitors. Excellence involves exceeding customer expectations through a deliberate, customer-focused strategy. This program teaches core practices and skills for delivering world-class service and retaining profitable customers. Participants will learn to integrate key factors that attract and motivate both customers and staff.

Objectives

- Read well the needs of the customers and come up with propositions to meet those needs
- Maintain a sustainable long-lasting relationship with its customer base
- Exceed customer expectations by designing personalized experiences for the customer
- Find innovative ways to add value for the customer through customer service
- Develop a better communication channel with customers that provide for an effective feedback system and follow-up
- Recognize customer complaints as a way to improve their functioning
- Develop an efficient way to measure customer service excellence and evaluate the performance of the sales workforce
- Enhance sales and marketing of the company and ensure business growth
- Reduce price sensitivity of customers as loyal customers are willing to pay more for the same product and service

Methodology

This program is designed to be highly interactive, challenging, and stimulating. Delegates will learn by a combination of active participation using program materials, case study review, discussion, syndicate group work, skills practice exercises, training videos, and exploration of relevant organizational issues. This program synthesizes the use of relevant organizational theory and customer service best practices with core communication strategies and skills.

Target Audience

- Senior Marketing Managers/ Marketing Heads/Marketing Team

- Customer Relationship Managers/ Relationship Managers
- Customer Service Professionals/ Supervisors/ Team Leaders and Managers
- Sales Professionals, Salesperson, and Sales Analysts
- Start-up Founders, Entrepreneurs

Organization Impact

- The organization will be able to retain its customers for the long term and thereby reducing its customer acquisition cost
- Build a highly professional customer service team and improve their skills
- Customers satisfied with service excellence tend to pass on positive word-of-mouth recommendations to prospective customers which aid in business growth
- Businesses with their service excellence are able to create a competitive advantage in the industry
- Well-trained staff equipped with the latest knowledge and tools are more motivated and empowered. They are able to create better connections with their customers which benefits both the customer and the staff
- Improve the profitability of the business through increased sales
- Build a positive image and reputation in the market for being a customer caring organization

Personal Impact:

- Sales representatives and marketing professionals equipped with better knowledge and techniques tend to deal with difficult situations in a much more professional manner. This empowers them and motivates them to perform better
- Improving morale of the sales and marketing team as they will be better prepared which will enhance productivity
- Better communication and listening skills
- Developing a progressive set of skills in customer dealing will help them in advancing their career
- By enhancing emotional connect and empathy with the customers, participants shall be able to timely achieve their targets

Outlines

Module 1

Introduction to Customer Service Excellence

- Concept of service excellence
- Benefits of customer service excellence
- Using customer service excellence to build a competitive advantage
- Recognizing the shift from product-centric to a customer-centric organization
- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus
- Core foundations for building a customer-centric culture
- Overcoming obstacles to customer service excellence

Module 2

Understanding Customer Needs and Expectations

- Customer journey mapping
- Identifying customer expectations before, during and after-sales
- Adding value through customer service
- Customizing customer service
- Moving closer to the customer - rapport skills to build better relationships

Module 3

Developing Loyalty Programs

- Identifying the loyalty ladder
- Customer loyalty
- Customer lifetime value
- Designing referral programs
- Real-world examples of loyalty programs
- Applying continuous learning strategies to customer service excellence
- Planning for change - using the Neurological levels model
- Leading by example - teaching others through behavioral excellence

Module 4

Enhancing Customer Experience

- Customer experience index
- Customer feedback communication channels
- Use of innovation in enhancing customer experience

Module 5

Developing Customer Service Strategy

- Strengthening sales and marketing team
- Using technology: chatbots, data analytics, artificial intelligence
- Using social media channels to expand branding and for better customer support
- Multi-channel servicing

Module 6

Elements of Customer Service Excellence

- Developing communicators
- Developing empathy and connect
- Working on response time
- Product knowledge
- Identifying key performance indicators

Module 7

Customer Need Research Methods

- Qualitative methods of recognizing customer needs
- Quantitative methods of recognizing customer needs

Module 8

Developing Service Excellence Culture



- The developing mindset among the team
- Increasing employee engagement through leadership
- Prioritizing on building customer relationships
- Creating an accountability team

Registration form on the Training Course: Customer Service Excellence

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