



*Training Course:
Customer Service Excellence & Mindset
(Customer Recreation)*

*13 - 17 October 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Customer Service Excellence & Mindset (Customer Recreation)

Training Course code: SM234624 From: 13 - 17 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

In this course, we cover all the most important elements of service any person involved in direct interactions with customers should know and apply. From the necessary behavioral and communication skills to the right attitude, and including specific methods to analyze and improve the service provided, we cover it all in a straight forward and effective manner that will help participants ensure customer satisfaction and delight in the most challenging situations.

Course Objectives of Customer Service

- Explain the importance of customer service in a competitive environment
- Defend the vital role internal customers play and show that their satisfaction is key for the success of an organization
- Practice the techniques of managing customer expectations and delighting customers
- Provide better, faster service and increase customer satisfaction
- Recognize early signals of customer irritation and respond appropriately in order to quickly find a workable solution to the problem

Course Outlines of Customer Service

Day 1: Definitions and concepts

- Quotations on customer service
- Service definitions
- Quality service requirements
- Some interesting numbers
- Cost of bad customer service
- Customer care foundations
- Learning from the best
- Additional comments about service

Day 2: Internal customer service

- Identifying internal and external customers
- A final definition
- Elements of service
- Customer requirements
- Foundation of great service people
- The links in the service-profit chain
- Internal customer service

Day 3: Managing customer expectations

- The Importance of customer expectations
- Perceived service quality
- What to say and what not to say
- Calming upset customers
- 12 tips for calming upset customers
- Comments you should avoid
- Managing customer expectations
- 'RATER' in real life
- The Service Quality SQ factors
- Flying over customers' rising expectations
- The customer loyalty ladder
- Role-plays and exercises on dealing with different personality styles

Day 4: Effective communication skills for handling customers

- Effective communication
- Verbal communication with customers
- Active listening

- Effective listening skills
- Phone etiquette

Day 5: Professional behavior with customers

- The power of behavior
- Principles of effective behavior
- How to behave professionally with the customer
- History of communication
- Interesting study
- Interpreting non-verbal communication
- The right behavior with the customer
- The wrong behavior with the customer
- Types of behavior
- Assertive, passive and aggressive behavior
- Verbal and non-verbal components of communication styles

Dealing with difficult customers

- Dealing with different personality types
- Typical customer personality types
- Service recovery

Registration form on the Training Course: Customer Service Excellence & Mindset (Customer Recreation)

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