



*Training Course:
Certified Business Professional in Customer
Service*

*20 - 24 July 2026
Casablanca (Morocco)*

Training Course: Certified Business Professional in Customer Service

Training Course code: RR235198 From: 20 - 24 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction:

Customer service is fundamental to any successful business, as it builds trust, loyalty, and enhances the overall customer experience. This CBP Certified Business Professional customer service training program is based on professional standards in customer service practices and will help you learn the essential skills and techniques needed to provide effective and excellent customer service.

This course will provide participants with the opportunity to learn effective communication methods with customers, understand their needs and requirements, analyze problems, and provide solutions, in addition to developing communication and active listening skills for customers. We are confident that this training course will be beneficial for customer service professionals and anyone looking to acquire excellent customer service skills.

Course Objectives:

The objectives of the course are as follows:

- Define customer service and its core dimensions.
- Explain the crucial link between "attitude" and "technique" for consistently delivering excellent service.
- Utilize a variety of tools such as "gap analysis" and "RATER" to provide outstanding service.
- Analyze core behavioral patterns of different customer personalities and the best way to deal with them.
- Discuss and practice effective communication techniques with customers.

Target Audience:

- Managers
- Supervisors
- Customer service representatives
- Employees in departments who directly interact with external customers
- Employees whose roles involve supporting other departments or staff within the organization

Outlines:

Day 1:

- Clarification of fundamental concepts in customer service.
- What is customer service?
- The importance of customer service for business success.
- Professional standards in customer service.
- The importance of understanding the customer and analyzing their needs.

Day 2:

- Improving communication and interaction with customers.
- Communication methods with customers.
- Enhancing the ability to listen effectively and understand customer needs.
- Learning non-verbal and verbal communication.

Day 3:

- Complaint and problem management and resolution.
- Effectively dealing with complaints and problems:
 - Responding quickly and accurately to complaints and confirming their receipt.
 - Identifying the cause of the complaint and working on resolving the issue as quickly as possible.
 - Apologizing for any delays or customer dissatisfaction, presenting appropriate and convincing solutions.
 - Confirming the resolution with the customer and ensuring their satisfaction.
 - Documenting the complaint and the actions taken to resolve the issue for future reference.

Day 4:

- Learning problem analysis and solution presentation:
 - Precisely identifying the problem's causes and analyzing them in detail.
 - Preparing a list of possible solutions to the problem.
 - Selecting the most suitable and appropriate solution for the problem.

- Applying the solution and monitoring its results to ensure its success and effectiveness.

Day 5:

- Improving problem-solving skills effectively and identifying resources:
 - Continuously developing problem-solving skills through training and learning.
 - Finding assistance resources and directing customers to them if the company cannot resolve the problem.
 - Providing in-house resources to address potential issues, such as user guides or technical support or customer service.

Registration form on the Training Course: Certified Business Professional in Customer Service

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

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