



*Training Course:
Customer Service Excellence*

*21 - 25 September 2026
Madrid (Spain)*

Training Course: Customer Service Excellence

Training Course code: RR5003 From: 21 - 25 September 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € 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

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

Outlines

Day 1: Customer Service Excellence Foundations

- Introduction to customer service excellence
- Concept of service excellence
- Benefits of customer service excellence
- Using service excellence to build competitive advantage
- Shift from product-centric to customer-centric organizations
- Meeting and exceeding customer expectations
- Assessing organizational culture
- Foundations of customer-centric culture
- Overcoming obstacles to service excellence

Day 2: Understanding Customers & Building Relationships

- Understanding customer needs and expectations
- Customer journey mapping
- Identifying expectations before during and after sales
- Adding value through customer service
- Customizing customer service
- Building rapport and relationships
- Developing empathy and connection

Day 3: Customer Loyalty & Performance Management

- Customer loyalty and loyalty ladder
- Customer lifetime value
- Designing referral programs
- Real-world loyalty program examples
- Identifying key performance indicators
- Improving response time
- Enhancing product knowledge
- Continuous learning strategies
- Neurological levels model for change
- Leading by example

Day 4: Customer Experience & Research Methods

- Customer experience index
- Customer feedback channels
- Innovation in customer experience
- Qualitative research methods
- Quantitative research methods
- Understanding customer insights
- Improving engagement strategies

Day 5: Strategy, Culture & Technology in Customer Service

- Developing customer service strategy



Strengthening sales and marketing teams
Using technology chatbots data analytics AI
Social media for branding and support
Multi-channel customer service
Developing service excellence culture
Building team mindset
Increasing employee engagement
Building customer relationships
Creating accountability within teams

Registration form on the Training Course: Customer Service Excellence

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

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Payment Method

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