



*Training Course:  
Social Customer Care*

*21 - 25 September 2026  
Madrid (Spain)*

## Training Course: Social Customer Care

Training Course code: RR234899 From: 21 - 25 September 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

The Social Customer Care training program: The Corporate Strategies for Operational Readiness guide is designed to examine social media customer care through a functional and operational lens, providing key data sets that showcase the impact and opportunity of providing customer care in social media. There is significant variance in approaches and management of social customer care. Consumers continue to expect more from their social servicing experience, while companies struggle to maintain pace in developing programs that meet customer expectations.

The Social Customer Care training program provides insights into best practices for social customer care and the evolution of program management. While many brands confess to not meeting customer expectations, our goal is to raise situational awareness so that we can begin to better align with customer wants and needs.

### Course Methodology

This course is built on four pedagogical pillars: concept learning presentations by the consultant, experience sharing roundtable discussions, playback of videotaped performances where permissible, and individual and group feedback as well as exposure to case studies and scenarios and examples.

### Course Objectives

At the end of the course, participants should be able to:

- Comprehend all aspects of Customer service and customer care.
- Understand your customer and the digital customer's behaviors.
- Develop a unique communication style through Social Media Channels.
- Respond professionally to customer inquiries on social media.
- Handling Customer Complaints professionally.
- Develop engaging content for their social media pages.
- Manage customer expectations from start to finish of the service lifecycle.
- Understand the Customer Service Satisfaction Requirements

### Target Audience

This course is targeted at:

- Social Media Managers.
- Social Media Staff.
- Customer Service Managers.
- Customer Service Staff

## Target Competencies

- Communicate to support customers
- Build rapport with and assist customers
- Develop professionalism
- Develop a service attitude
- Understand your customer
- Gather information about customer's demands & need
- Develop customer care skills with social media channels

## Training Course Outlines

### Day 1: Introduction to Social Customer Service

Introduction to Social Customer Service  
Definition of customer service  
Creating effective social customer service  
Service dimensions  
Addressing customer needs  
The benefits of providing excellent customer service  
How to use customer service to promote customer loyalty  
Case study: Best and worst customer service providers  
The WOW Factor: Going the extra mile  
Managing internal and external customer expectations  
First impressions: What customers see and hear

### Day 2: Digital Behavior & Understanding Customers

Digital and customer behaviors  
Customer personalities and profiles  
Suggested responses  
Six personalities that lead to conflict and how to deal with them  
Understanding and working with different customer styles  
Practical exercise: Personality types  
Practical exercise: Behavior on social media

Understanding customer expectations on digital platforms

### Day 3: Communication & Social Media Interaction

Communicating the customer service message  
Organizational communication of service importance  
Understanding customer communication  
Building trust and rapport  
Learning styles  
Active communication skills  
Questioning techniques  
Dos and don'ts of written communication  
Social media and customer expectations

### Day 4: Communication Skills & Customer Handling

Effective communication with customers  
Definition and goals of communication  
Communication as a success factor  
Characteristics of good communication  
Live chat and chatbot interaction  
Owning and managing the front desk  
Receiving and handling customers  
Developing telephone etiquette

### Day 5: Customer Satisfaction & Handling Difficult Situations

Managing difficult customers  
Professional attitude and behavior  
Emotional intelligence and self-awareness  
Elocution and diction  
Toxic traits to avoid  
Customer satisfaction requirements  
Measuring and monitoring customer satisfaction  
Customer satisfaction surveys  
Handling complaints and social media impact  
Role of supervisor in conflict resolution  
Managing emotions and calming upset customers  
Service recovery strategies

## Registration form on the Training Course: Social Customer Care

Training Course code: RR234899 From: 21 - 25 September 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.