



*Training Course:  
Customer Service Excellence*

*14 - 18 September 2026  
Madrid (Spain)*

## Training Course: Customer Service Excellence

Training Course code: RR5003 From: 14 - 18 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

### 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  
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