



*Training Course:
Social Customer Care*

*28 December 2026 - 1 January 2027
Casablanca (Morocco)*

Training Course: Social Customer Care

Training Course code: RR234899 From: 28 December 2026 - 1 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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.

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

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

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