



*Training Course:  
Customer Management (Awareness, Acquisition  
& Retention) Master Class*

*9 - 13 November 2026  
Barcelona (Spain)*

## Training Course: Customer Management (Awareness, Acquisition & Retention) Master Class

Training Course code: SM234623 From: 9 - 13 November 2026 Venue: Barcelona (Spain) - Training Course Fees: 5775 € Euro

### Introduction

Good customer service can be considered as a big differentiator between firms. While competing products are often similar and can anyway be easily duplicated, good customer service is a holistic system, requiring a sustained organization-wide effort, driven by the top and permeating all aspects of the organization culture. The resulting customer-centric organization becomes a formidable competitor whose model cannot be easily copied. In this course, we look at what it takes to build a customer-centric organization.

### Course Objectives of Customer Management

- Develop a holistic customer care approach by taking into consideration seven different aspects of the definition of customer service
- Create objectives and programs to maximize internal customer satisfaction
- Evaluate the design, implementation, and analysis of customer satisfaction surveys
- Use customer complaints as the springboard for service improvement
- Write Service Level Agreements SLAs to ensure clarity and conformance
- Assess the service aspect of the organization or department through well-chosen Key Performance Indicators KPIs

### Course Outlines of Customer Management

#### Day 1: Defining and appreciating the customer

- Definition of customer
- Definition of customer service
- The internal and external customer

#### Importance of the internal customer

- The need for motivated employees
- The need for qualified employees

- Silo mentality
- Destroying the silos

#### Day 2: Customer service as a strategic imperative

- From "suspect" to "partner"
- Going up the ladder
- The 'KANO' model
  - "Basic" attributes
  - "Performance" attributes
  - "Delight" attributes
- The customer-centric organization
- Customer service as a strategic imperative
- The 7 practices of a customer-centric organization

#### Day 3: Customer satisfaction surveys and other vital tools

- Understanding your customers
- Importance of segmentation
- Principles of customer segmentation
- Focus groups
- Customer satisfaction surveys
  - Key terms
  - Major survey methods
  - Questionnaire examples
  - Customer survey guidelines
  - Types of satisfaction surveys
  - Basics of sampling
  - Attributes to measure

- Customer satisfaction index

- 'RATER' in-depth
- Service quality servqual gaps model

#### Day 4: Customer complaints and service recovery

- Facts and their implications
- Symptom versus cause
- Root cause analysis
- Failures do happen
- The recovery paradox
- The strategic initiative
- Tactical activities
- The "WOW!" factor

#### Service Level Agreements SLAs

- SLA definition
- Characteristics of effective SLAs
- Key elements of an SLA
- Steps in SLA development
- Quality versus cost
- SLA metrics

#### Day 5: KPIs for customer service

- Monitoring performance through key performance indicators
- The 4 perspectives of the balanced scorecard
- Impact of the customer perspective
- Characteristics of good KPIs
- Building customer service KPIs



## Registration form on the Training Course: Customer Management (Awareness, Acquisition & Retention) Master Class

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