



*Training Course:
Social Customer Care*

*27 April - 1 May 2026
Lisbon (Portugal)*

Training Course: Social Customer Care

Training Course code: RR234899 From: 27 April - 1 May 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € 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

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

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Person Responsible for Training and Development

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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