



*Conference:  
Advanced Customer Service Management*

*2 - 6 August 2026  
Cairo (Egypt)  
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Conference: Advanced Customer Service Management

Conference code: CO8073 From: 2 - 6 August 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel  
Conference Fees: 4100 € Euro

### Introduction

There has been no time in history when customers have had so much choice of where to get service and goods. The internet has revolutionized the marketplace: customers can research, purchase, and review products and services from the comfort of their own homes, or office. Customer expectations have heightened. They demand consistent, professional, and effective service from their suppliers. This highly interactive and fun program examines in-depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect, and maintain customer loyalty. This program will enable you to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioral tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customer's needs and how to satisfy them
- Explore the basics of Neuro-Linguistic Programming NLP and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal-clear communication

### Conference Objectives of Advanced Customer Service Management

- The art of building lasting rapport and lasting relationships with colleagues, customers, and friends
- How to modify your behavior to match others
- The model for establishing good working relationships
- An ability to influence with integrity
- An ability to use influencing skills and techniques to build ongoing and long-term relationships with key customers
- To be able to create and adapt crystal clear models for communication between your organization and its customers
- How to build cooperation and commitment
- A greater understanding of your customer's needs and how to satisfy them
- An ability to tailor services to meet your customer's needs
- Long-term relationships between your organization and its customers
- An ability to be more versatile in every customer-facing the situation
- The ability to recognize behaviors that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

### Conference Methodology of Advanced Customer Service Management

Participants will learn by active participation throughout the program, using program materials, exercises, training videos, and discussions of relevant organizational issues.

### Conference Summary of Advanced Customer Service Management

- The behavioral patterns of others and demonstrates how you need to change your own to communicate,

- influence, and negotiate more effectively with them
- It looks beyond the traditional "Customer Service" models by examining different behavioral patterns and creating strategies to deal with each.
- In-depth processes necessary to ensure a successful conclusion, for all parties, in every customer-facing situation
- The powerful tools of NLP Neuro-Linguistic Programming & Emotional Intelligence

## Conference Outlines of Advanced Customer Service Management

### Day 1: The world of customer service excellence

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization
- What do you want your customers to say?
- Myths and legends about customer service

### Day 2: Communication masterclass

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters for communication
- Metaphors & Models
- Using perceptual positions to understand your customers' points of view
- Logical levels of change
- Building climates of trust
- Creating well-formed outcomes
- Communication skills exercises

### Day 3: Gaining a greater understanding of your company

- From judgments to behavioral flexibility
- Behavioural traits and how to identify them
- Modifying your behavior to match others
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Nonverbal clues that show if someone is telling the truth

### Day 4: Influencing with integrity

- The importance of value sets in modern-day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references

- Coaching - a tool for self and others
- Influencing exercises

#### Day 5: Conflict, challenge, and closure

- Assertiveness and, what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session - dealing with your customers

## Registration form on the Conference: Advanced Customer Service Management

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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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- Please find enclosed a cheque made payable to Global Horizon
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