



*Conference:  
Achieving Excellence in Customer Service -  
Providing a Quality Service*

*10 - 14 August 2026  
Milan (Italy)*

## Conference: Achieving Excellence in Customer Service - Providing a Quality Service

Conference code: CO8218 From: 10 - 14 August 2026 Venue: Milan (Italy) - Conference Fees: 6300 € Euro

### Introduction

Achieving customer service excellence requires effort, teamwork, and well-trained professionals passionate about quality service. This five-day course focuses on professional communication, strategies for service recovery, and handling difficult customers effectively. Participants will learn to foster customer loyalty, adopt world-class service practices, enhance interpersonal skills, and develop a mindset for continuous improvement. Build the skills to excel in today's competitive, customer-focused business environment.

### Objectives

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult customers effectively
- Set SMART objectives and goals to increase daily productivity
- Utilize stress management techniques to reduce tension

### Target Audience

This program is designed for professionals across various industries who are involved in delivering or managing customer service functions. It is particularly suitable for:

- Customer service representatives and front-line staff dealing directly with customers
- Call center agents and contact center supervisors
- Sales professionals and account managers responsible for client relationships
- Team leaders and supervisors aiming to enhance service quality within their teams
- Administrative staff and support functions interacting with internal and external customers
- Managers and professionals seeking to build a customer-centric culture within their organizations

This course is also beneficial for any individual who wants to improve their communication skills, handle difficult situations effectively, and deliver exceptional customer experiences.

### Outlines

#### Day 1: Setting the Standards for Customer Service Excellence

- The benefits of providing excellent customer service

- Breakout session: How to use customer service to promote customer loyalty
- Case study: The best and worst customer service providers
- The WOW Factor: Going the extra mile—and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?
- Understanding and working with the four customer styles
- Practical exercise: What is your individual personality type?

#### Day 2: Communicating the Customer Service Message

- How well does your organization communicate the importance of customer service?
- Understanding your customer's nonverbal communication
- Tips for building trust and rapport quickly—face-to-face or on the telephone
- What is your preferred learning style?
- Developing your active listening skills to enhance communications
- Use questioning techniques to identify a customer's expectations and service requirements
- Telephone tips to promote a professional image
- The dos and don't of written communication

#### Day 3: Service Recovery: Handling Complaints and Difficult Customers

- The importance of customer complaints and why they should be encouraged
- Six steps to service recovery
- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation
- Strategies to help calm upset customers
- Managing emotions during stressful situations
- Empower employees to get the job done
- Breakout session: Step-by-step process for handling a customer complaint
- Role-play exercise: Dealing with upset customers

#### Day 4: Principles of Persuasion

- Requesting feedback from customers and colleagues
- The art of giving and receiving feedback
- Case study: Best practices - Xerox's Five Pillars of Customer-focused Strategy
- Negotiating mutually beneficial outcomes
- Words and tones to avoid
- The RATER Model: Five dimensions of customer service excellence
- Best practices for call handling, documentation and quality assurance
- Measuring and monitoring customer satisfaction

#### Day 5: Getting the Right Customer Service Attitude

- The importance of attitude and teamwork
- Focusing on continuous improvement
- Stress management tips to increase productivity
- Practical exercise: What are your biggest "timewasters" that block productivity?
- The customer service mission and vision
- Setting personal and professional goals
- Practical exercise: What is your Action Plan?
- End of course review and delegate feedback

## Registration form on the Conference: Achieving Excellence in Customer Service - Providing a Quality Service

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

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Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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