



*Training Course:
Customer Service Excellence & Mindset
(Customer Recreation)*

*14 - 18 June 2027
Casablanca (Morocco)*

Training Course: Customer Service Excellence & Mindset (Customer Recreation)

Training Course code: SM234624 From: 14 - 18 June 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the essential skills, behaviors, and techniques required to deliver outstanding customer service in today's competitive business environment.

The program provides a comprehensive and practical approach covering all critical aspects of customer service—from communication skills and professional behavior to managing expectations and handling challenging situations. Participants will learn how to consistently deliver high-quality service, enhance customer satisfaction, and create positive customer experiences even under pressure.

Through interactive sessions, real-life examples, and practical exercises, this course enables participants to build the right mindset and capabilities to exceed customer expectations and strengthen organizational reputation.

Course Objectives

By the end of this program, participants will be able to:

- Explain the importance of customer service in a competitive environment
- Understand the role of internal customers and their impact on organizational success
- Apply techniques to manage customer expectations effectively
- Deliver faster, more efficient, and higher-quality service
- Identify early signs of customer dissatisfaction and respond proactively
- Handle difficult customer situations professionally
- Enhance communication skills to improve customer interactions
- Increase overall customer satisfaction and loyalty

Target Audience

- Customer Service Representatives
- Call Center Agents
- Frontline Employees
- Sales and Support Staff
- Administrative Staff interacting with customers
- Supervisors and Team Leaders in customer-facing roles

Training Outline

Day 1: Customer Service Foundations & Concepts

- Introduction to customer service principles
- Definitions and key concepts of service excellence
- Quality service standards and requirements
- The cost and impact of poor customer service
- Customer care foundations and best practices
- Learning from leading organizations
- Group discussion and insights

Day 2: Internal Customer Service & Service Culture

- Identifying internal vs. external customers
- Understanding customer requirements
- Elements of excellent service delivery
- The service-profit chain and organizational impact
- Building a service-oriented culture
- Strengthening internal collaboration for better service outcomes

Day 3: Managing Customer Expectations & Service Quality

- Understanding customer expectations and perceptions
- Service quality dimensions RATER model
- Managing and exceeding customer expectations
- Techniques for calming upset customers
- Common mistakes to avoid in customer interactions
- Customer loyalty and relationship development
- Role-plays: handling different customer personalities

Day 4: Communication Skills for Customer Service Excellence

- Principles of effective communication
- Verbal communication techniques
- Active listening and effective listening skills
- Telephone etiquette and professional tone
- Building rapport through communication
- Practical exercises and simulations

Day 5: Professional Behavior & Handling Difficult Customers

- The impact of professional behavior on customer experience
- Principles of positive and effective behavior
- Verbal and non-verbal communication techniques
- Understanding communication styles assertive, passive, aggressive
- Identifying different customer personality types
- Techniques for handling difficult customers
- Service recovery strategies and complaint resolution
- Final case studies and practical application

Registration form on the Training Course: Customer Service Excellence & Mindset (Customer Recreation)

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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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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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