



*Training Course:
Customer Service & Public Relations*

*31 May - 4 June 2027
Madrid (Spain)*

Training Course: Customer Service & Public Relations

Training Course code: RR5028 From: 31 May - 4 June 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This advanced masterclass combines customer service excellence, strategic communication, and public relations practices to help professionals build strong customer and stakeholder relationships in today's dynamic business environment. Through practical techniques in communication, influence, emotional intelligence, stakeholder engagement, and reputation management, participants will learn how to enhance customer satisfaction, strengthen loyalty, manage challenging interactions, and communicate effectively across multiple channels while supporting organizational objectives.

Target Audience

- Customer Service Managers and Supervisors
- Customer Experience CX Professionals
- Client Relations and Account Management Personnel
- Public Relations and Corporate Communications Professionals
- Stakeholder Engagement and Community Relations Officers
- Sales and Business Development Professionals
- Marketing and Brand Management Specialists
- Frontline Customer Service Representatives
- Contact Center and Service Delivery Team Leaders
- Corporate Affairs and External Relations Personnel
- Professionals responsible for customer engagement, communication, and relationship management
- Individuals seeking to strengthen their communication, influence, and stakeholder management skills

Objectives

- Build lasting rapport and lasting relationships with colleagues, customers and friends
- Modify your own behaviour to match others
- Establishing good working relationships
- Learn to influence with integrity
- To use influencing skills and techniques to build ongoing and long term relationships with key customers and other stakeholders
- To be able to create and adapt crystal clear models for communication between your organisation and its customers

- Build co-operation and commitment
- Understand your customers' needs and how to satisfy them
- An ability to tailor services to meet your stakeholders needs
- Plan communications activity to meet stakeholder needs
- Be more versatile in every customer or stakeholder-facing situation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write clear brief and clear objectives
- Learn how to be an effective user of e-media
- Develop crisis management techniques
- Develop your interview technique
- Develop personal communications effectiveness
- Recognise behaviours that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

Outline

Day 1: Customer Service Excellence & Understanding Behavior

- The world of customer service excellence
- Customer service and what it means
- Identifying excellence in front-line customer services
- Services and products offered
- The role of NLP and emotional excellence
- Customer perceptions and expectations
- Myths about customer service
- Understanding your organization
- From judgments to behavioural flexibility
- Behavioural traits and identification
- Modifying behavior to match others

Day 2: Building Rapport & Understanding Communication Signals

- Building lasting rapport
- Sharpening sensory awareness

- Connecting with colleagues and clients
- Understanding others' perspectives
- Body language and non-verbal communication
- Truth indicators in communication
- Communication masterclass
- Crystal clear communication
- Listening and questioning techniques
- Thinking patterns and communication filters
- Metaphors and models

Day 3: Advanced Communication & Influence

- Perceptual positions
- Logical levels of change
- Building trust climates
- Creating well-formed outcomes
- Communication exercises
- Influencing with integrity
- Value systems in business
- Influencing key stakeholders
- Language patterns, mirroring, and pacing
- Internal and external references
- Coaching as a communication tool
- Influencing exercises

Day 4: Handling Challenges & Professional Development

- Conflict and assertiveness
- Dealing with difficult people and customers
- Maintaining high service standards
- Reviewing and improving service
- Embracing change
- Personal planning for customer management
- The 21st century communicator
- Goal setting
- Role of PR and communication in organizations
- Communication channels and media
- Neuroeconomics and stakeholder behavior

Day 5: Strategic Communication & Organizational Impact

- Communication models and practical application
- Psychological aspects of communication
- Influence and persuasion
- Ethics and transparency
- Managing stakeholder relationships
- Choosing communication channels
- Writing for print and web
- Organizing events
- Communication effectiveness measurement
- Crisis communication and reputation management
- Career planning and personal development

- Networking, teamwork, and time management
- Summary and conclusion

Registration form on the Training Course: Customer Service & Public Relations

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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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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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