Global Horizon
TRAINING CENTER

Training Course: Customer Management (Awareness, Acquisition & Retention) Master Class

30 August - 3 September 2027
Milan (Italy)

Training Course:
Customer Management (Awareness, Acquisition & Retention) Master Class

Training Course code: SM234623 From: 30 August - 3 September 2027 Venue: Milan (Italy) - Training Course Fees: 5775 Euro

Introduction

This training program is designed by Global Horizon Training Center to enable organizations and professionals to build a truly customer-centric culture that drives sustainable competitive advantage.

In today's marketplace, products and services can be easily replicated; however, exceptional customer service remains a powerful differentiator that is difficult for competitors to imitate. Achieving this requires a holistic, organization-wide approach led by leadership and embedded across all functions and processes.

This program focuses on developing the mindset, systems, and tools needed to transform organizations into customer-centric entities. Participants will gain practical knowledge on customer satisfaction measurement, service improvement, complaint handling, and performance management through KPIs and SLAs.

Course Objectives

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

- Develop a holistic customer care approach based on key service dimensions
- Design initiatives to enhance internal customer satisfaction
- Evaluate and implement effective customer satisfaction surveys
- Utilize customer feedback and complaints to drive continuous improvement
- Develop and implement Service Level Agreements SLAs
- Measure and monitor service performance using relevant KPIs
- Strengthen organizational alignment toward customer-centricity

Target Audience

- Customer Service Managers and Supervisors
- Customer Experience CX Professionals
- Quality and Performance Management Specialists
- Operations and Service Delivery Managers
- Team Leaders and Department Heads
- Professionals involved in customer-facing functions

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Training Outline

Day 1: Understanding Customers & Organizational Alignment

- Definition of customer and customer service
- Internal vs. external customers
- Importance of internal customer satisfaction
- Role of employee motivation and competency in service delivery
- Understanding silo mentality and its impact
- Strategies for breaking silos and improving collaboration

Day 2: Customer Service as a Strategic Imperative

- Customer journey: from prospect to long-term partner
- Introduction to the KANO model basic, performance, delight attributes
- Building a customer-centric organization
- The seven practices of customer-centric organizations
- Aligning service strategy with business objectives

Day 3: Customer Satisfaction Measurement & Tools

- Understanding customer needs through segmentation
- Principles of customer segmentation
- Designing and conducting customer satisfaction surveys
- Survey methodologies and questionnaire design
- Customer Satisfaction Index CSI
- RATER model and SERVQUAL gaps analysis
- Using insights for service improvement

Day 4: Complaint Management & Service Recovery

- Understanding customer complaints and their impact
- Root cause analysis vs. symptom identification
- Service failure and recovery strategies
- The service recovery paradox
- Creating WOW customer experiences
- Introduction to Service Level Agreements SLAs
- Key elements, development steps, and metrics of SLAs
- Balancing service quality and cost

Day 5: Performance Measurement & KPI Development

- Monitoring performance using KPIs
- Characteristics of effective KPIs
- Customer service KPIs and measurement frameworks
- Introduction to Balanced Scorecard 4 perspectives
- Customer perspective and its business impact
- Designing and implementing KPI systems
- Continuous improvement and performance optimization

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Registration form on the Training Course: Customer Management (Awareness, Acquisition & Retention) Master Class

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.

Fax your completed registration form to: +20233379764

E-mail to us : info@gh4t.com or training@gh4t.com

Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.