



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

*26 - 30 April 2027  
Amsterdam (Netherlands)*

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

Training Course code: SM234623 From: 26 - 30 April 2027 Venue: Amsterdam (Netherlands) - 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

## 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



## 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
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
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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  
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to: Global Horizon  
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