

# Certified Customer Service Professional

Marketing, Sales, Customer Service  
Casablanca (Morocco)  
24 - 28 Mar 2025

UK Training

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## Certified Customer Service Professional

**Ref:** 321715\_144734 **Date:** 24 - 28 Mar 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Introduction

The Certified Customer Service Professional Course is designed to provide participants with the skills and knowledge necessary to deliver exceptional customer service. The course is ideal for individuals who want to enhance their customer service skills or work in customer-facing roles.

### Course Objectives

- Provide participants with a comprehensive understanding of customer service principles and practices.
- Equip participants with the skills necessary to deliver exceptional customer service experiences.
- Improve customer satisfaction levels and loyalty.
- Increase customer retention rates and sales revenues.
- Develop customer service professionals who can serve as effective ambassadors for their organization.

### Course Outlines

#### Day 1

##### Introduction to Customer Service

- Definition of customer service and its importance
- The role of customer service in business success
- The impact of customer service on customer satisfaction and loyalty
- The key principles of customer service excellence
- Trends and future directions in customer service

#### Day 2

##### Effective Communication Skills for Customer Service

- Understanding customer communication styles

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- Active listening techniques
- Effective verbal and non-verbal communication
- Empathy and emotional intelligence in customer service
- Conflict resolution and problem-solving skills

### **Day 3**

#### **Managing Customer Expectations**

- Understanding customer expectations and needs
- Setting and managing customer expectations
- Handling difficult customers and situations
- Providing appropriate solutions and alternatives
- Creating a culture of service excellence

### **Day 4**

#### **Service Recovery and Continuous Improvement**

- Handling service failures and customer complaints
- Service recovery strategies and techniques
- Developing a service recovery plan
- Monitoring and measuring customer satisfaction levels
- Continuous improvement in customer service

### **Day 5**

#### **Service Excellence and Professional Development**

- Strategies for achieving service excellence
- Creating a customer-centric culture
- Identifying and leveraging customer service opportunities
- Developing customer service goals and action plans
- Personal and professional development in customer service

**Note:** The course could be modified or customized based on the specific needs of the participants or organization.

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