

Customer Experience Excellence: Transforming Service Culture

Marketing, Sales, Customer Service
Tunis (Tunisia)
13 - 17 Jul 2025

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A large, detailed image of chess pieces on a checkered board. In the foreground, a gold king piece stands prominently next to a silver pawn. To the left, another silver pawn is visible. The background features concentric circles and a checkered pattern, suggesting a strategic or competitive theme.

Customer Experience Excellence: Transforming Service Culture

Ref: 321848_148534 **Date:** 13 - 17 Jul 2025 **Location:** Tunis (Tunisia) **Fees:** 3700 **Euro**

Course Description

This comprehensive 5-day course equips professionals with the skills and strategies to deliver exceptional customer experiences. Participants will learn to adopt a customer-centric mindset, master effective communication techniques, and develop strategies for handling challenging situations. The course emphasizes creating a culture of service excellence that drives customer loyalty and business growth.

Learning Objectives

- Develop a customer-centric mindset to anticipate and exceed customer expectations
- Master effective communication skills for engaging with customers across various channels
- Learn strategies for handling difficult situations and turning complaints into opportunities
- Understand how to create and maintain a culture of service excellence within an organization
- Develop skills to analyze customer feedback and implement continuous improvement strategies

Course Modules

Day 1: Foundations of Customer Experience Excellence

- Understanding the customer-centric mindset
- The impact of excellent customer service on business success
- Identifying and meeting customer needs and expectations
- Developing empathy and emotional intelligence in customer interactions

Day 2: Effective Communication in Customer Service

- Active listening and questioning techniques
- Verbal and non-verbal communication skills
- Adapting communication styles to different customer personalities
- Mastering digital communication channels

Day 3: Handling Challenging Situations

- De-escalation techniques for upset customers
- Problem-solving and decision-making in customer service
- Turning complaints into opportunities for improvement
- Strategies for managing customer expectations

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Creating a Culture of Service Excellence

- Developing service standards and best practices
- Empowering employees to deliver exceptional service
- Implementing recognition and reward systems
- Fostering a customer-focused organizational culture

Day 5: Continuous Improvement and Innovation

- Collecting and analyzing customer feedback
- Implementing service recovery strategies
- Leveraging technology to enhance customer experience
- Developing action plans for ongoing service improvement

Practical Wins for Participants

- Create a personalized customer service excellence action plan
- Develop a toolkit of communication strategies for various customer scenarios
- Design a customer feedback system for continuous improvement
- Draft a service culture manifesto for their organization

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric white circles on a grey surface.

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335