

Customer Experience Excellence: Transforming Service Culture

9 – 13 August 2027
Lisbon (Portugal)

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Why This Course

In today's competitive marketplace, exceptional customer experience is no longer optional — it is a key driver of loyalty, reputation, and sustainable growth. Organizations that consistently exceed customer expectations build stronger relationships and gain a clear competitive advantage. This intensive 5-day course equips professionals with the mindset, skills, and practical tools needed to deliver outstanding service and create a culture centered on customer excellence.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a customer-centric mindset that anticipates and exceeds expectations.
- Master effective communication techniques across in-person and digital channels.
- Apply proven strategies to manage difficult situations and transform complaints into opportunities.
- Build and sustain a culture of service excellence within your organization.
- Analyze customer feedback and implement continuous improvement initiatives.

The Program Flow

Day 1: Foundations of Customer Experience Excellence

- Understanding the customer-centric mindset.
- The link between service excellence and business success.
- Identifying and exceeding customer needs and expectations.
- Developing empathy and emotional intelligence in customer interactions.

Day 2: Effective Communication in Customer Service

- Active listening and impactful questioning techniques.
- Verbal and non-verbal communication skills.
- Adapting communication styles to different customer personalities.
- Best practices for digital and multi-channel communication.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver.

Day 3: Handling Challenging Situations

- De-escalation techniques for upset customers.
- Problem-solving and decision-making in service scenarios.
- Turning complaints into opportunities for improvement.
- Managing and aligning customer expectations effectively.

Day 4: Creating a Culture of Service Excellence

- Establishing service standards and best practices.
- Empowering employees to deliver exceptional experiences.
- Recognition and reward systems that reinforce service values.
- Embedding a customer-focused mindset across the organization.

Day 5: Continuous Improvement and Innovation

- Collecting, interpreting, and acting on customer feedback.
- Implementing effective service recovery strategies.
- Leveraging technology to enhance customer experience.
- Developing actionable plans for sustained service improvement.

Individual Impact

- Increased confidence in handling diverse customer interactions.
- Enhanced communication and emotional intelligence skills.
- Practical tools to manage complaints and difficult conversations effectively.

Organizational Impact

- Improved customer satisfaction and loyalty.
- Stronger brand reputation and competitive positioning.
- A structured approach to service excellence and continuous improvement.
- Increased employee engagement around customer-focused values.

Training Methodology

- Interactive workshops and real-world case studies.
- Role-playing exercises simulating challenging customer scenarios.
- Group discussions and collaborative problem-solving activities.
- Practical tools, templates, and frameworks for immediate application.

Beyond the Course

Participants will leave equipped to:

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- Design and implement a personalized customer service excellence action plan.
- Develop a practical communication toolkit for various service situations.
- Create a structured feedback system to support continuous improvement.
- Champion a culture of service excellence within their teams and organizations.

A graphic of a chessboard with three chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles.

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