Customer Service Management: Elevating Service Excellence

8 – 12 March 2027
Lisbon (Portugal)



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Why This Course

Exceptional customer service is a key differentiator in today's competitive market. Organizations that prioritize customer satisfaction, streamline service processes, and leverage technology are better positioned to build loyalty, retain clients, and drive growth.

This intensive 1-week program equips participants with advanced strategies and practical tools to lead customer service initiatives effectively. Through interactive workshops, case studies, and real-world exercises, attendees will learn to create customer-centric cultures, optimize service processes, and implement innovative solutions that enhance the customer experience.

What You'll Learn and Practice

By participating in this program, you will:

- Develop and implement customer-centric strategies to elevate service quality.
- Build and maintain strong, lasting customer relationships.
- Lead and motivate high-performing customer service teams.
- Leverage data and technology to gain insights and improve customer experiences.
- Handle complex customer issues and implement effective service recovery.

The Program Flow

Day 1: Foundations of Customer Service Management

- Understanding the evolving customer service landscape.
- Cultivating a customer-centric organizational culture.
- Identifying and tracking key performance indicators KPIs.
- Using customer service as a strategic competitive advantage.

Day 2: Customer Experience Strategies

- Mapping and analyzing the customer journey.
- Personalization and customization in service delivery.
- Implementing omnichannel service strategies.
- Applying emotional intelligence in customer interactions.



Day 3: Service Quality and Process Improvement

- Service quality frameworks and performance models.
- Continuous improvement methodologies to enhance service.
- Collecting and analyzing customer feedback for actionable insights.
- Designing effective service recovery strategies.

Day 4: Technology and Innovation in Customer Service

- Maximizing the value of CRM systems.
- Leveraging AI, chatbots, and automation in service delivery.
- Using data analytics to understand and predict customer needs.
- Driving digital transformation in customer service operations.

Day 5: Leadership in Customer Service

- Building, coaching, and motivating high-performing service teams.
- Mentoring for service excellence and employee engagement.
- Managing change in service-oriented organizations.
- Measuring and improving customer loyalty and satisfaction.

Individual Impact

- Strengthen leadership and team management skills in customer service.
- Enhance ability to design and implement customer-focused strategies.
- Develop practical tools to resolve complex customer issues effectively.
- Gain confidence in leveraging technology to improve service experiences.

Organizational Impact

- Foster a culture of customer-centricity across the organization.
- Improve overall service quality, efficiency, and consistency.
- Enhance customer satisfaction, loyalty, and retention.
- Drive innovation and operational excellence in customer service delivery.

Training Methodology

- Interactive workshops with practical exercises and simulations.
- Case studies highlighting successful customer service practices.
- Tools and frameworks for team management, process improvement, and service innovation.
- Peer discussions, role-plays, and guided feedback for applied learning.



Beyond the Course

Participants will leave equipped to:

- Develop a tailored customer service strategy for their organization.
- Implement performance improvement plans for teams and processes.
- Establish systems to collect and act on customer feedback continuously.
- Adopt technology solutions to enhance service operations and customer experiences.

