Strategies for Effective Customer Service Management

27 September – 1 October 2027
Amsterdam (Netherlands)



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Why This Course

In today's competitive service environment, customer service managers are expected to do far more than supervise daily operations. They must build high-performing teams, strengthen customer loyalty, improve service quality, and use technology and data to drive better outcomes. Strong leadership in customer service is essential for creating consistent experiences that protect reputation, increase retention, and support long-term business growth.

This intensive 1-week course equips managers with advanced strategies for leading customer service teams. Participants will learn how to build a customer-centric culture, implement effective service processes, and leverage technology to enhance customer experiences. The course combines theoretical knowledge with practical applications to develop well-rounded customer service leaders.

What You'll Learn and Practice

By joining this program, you will:

- Develop leadership skills to manage and motivate customer service teams.
- Implement strategies to improve customer satisfaction and loyalty.
- Learn to use data and technology to enhance service delivery.
- Create effective policies and procedures for consistent service quality.
- Master techniques for handling complex customer issues and complaints.

The Program Flow

Day 1: Foundations of Customer Service Management

- Understanding the role of customer service in business success.
- Key principles of customer service leadership.
- Building a customer-centric organizational culture.
- Assessing current service levels and identifying improvement areas.

Day 2: Leading and Developing Customer Service Teams

- Effective hiring and onboarding practices for service teams.
- Training and coaching techniques for continuous improvement.
- Performance management and motivation strategies.
- Creating a positive and productive team environment.



Day 3: Enhancing Customer Experience and Satisfaction

- Understanding customer needs and expectations.
- Designing and implementing customer journey maps.
- Strategies for personalizing customer interactions.
- Measuring and improving customer satisfaction metrics.

Day 4: Leveraging Technology and Data in Customer Service

- Overview of customer service technologies and tools.
- Implementing CRM systems for improved service delivery.
- Using data analytics to drive service improvements.
- Balancing automation with human touch in customer interactions.

Day 5: Advanced Customer Service Management Strategies

- Handling complex customer issues and conflict resolution.
- Developing and implementing service recovery strategies.
- Creating a continuous improvement culture in customer service.
- Future trends and innovations in customer service management.

Individual Impact

- Strengthen your ability to lead and develop customer service teams with greater confidence.
- Enhance your skills in improving customer experience, satisfaction, and loyalty.
- Build stronger capability in using technology and data to support service excellence.
- Gain practical strategies for handling difficult customer situations and driving continuous improvement.

Work Impact

- Improve service quality and consistency across customer-facing operations.
- Strengthen team performance through better leadership, coaching, and motivation.
- Support more effective use of technology and data in service delivery.
- Enhance customer retention and business reputation through stronger service management practices.

Training Methodology

This program integrates service leadership principles, practical tools, and real-world application to ensure workplace relevance and measurable impact. Learning methods include:



- Real-world case studies on customer service leadership and team performance.
- Practical exercises in customer journey mapping, coaching, and service improvement planning.
- Interactive workshops on CRM use, service recovery, and customer satisfaction metrics.
- Group discussions on technology adoption, complaint handling, and service culture.
- Frameworks and tools for applying advanced customer service management practices effectively.

Beyond the Course

Upon completion, participants will be better equipped to lead customer service functions with greater clarity, confidence, and strategic awareness. They will return ready to:

- Build stronger customer service teams and improve day-to-day performance.
- Enhance customer experience through better processes, insight, and responsiveness.
- Use technology and data more effectively to support service decisions.
- Drive continuous improvement and stronger customer outcomes across the organization.

