



Consulting and Training | Reach New Heights

Course Name

The Certified Customer Service Professional

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

Customer service excellence has become a critical differentiator in competitive markets where customer expectations are continuously rising. Organizations require professionals who can deliver consistent, high-quality service experiences while building trust, loyalty, and long-term relationships with customers.

Developed by **BOOST**, the ISM Endorsed Certified Customer Service Professional course is designed to build professional customer service capability aligned with internationally recognized service management principles. The program focuses on customer-centric thinking, service communication, problem resolution, service quality, and continuous improvement—moving beyond basic service skills into professional service delivery.

This course equips participants with the knowledge, behaviors, and practical techniques needed to deliver exceptional customer experiences, represent their organizations professionally, and contribute to service excellence across customer-facing roles.

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Target Audience

Customer service professionals and front-line staff are involved in delivering services and managing customer interactions.

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Learning Objectives

- ✓ Understand the principles of professional customer service excellence
- ✓ Apply customer-centric approaches in daily service interactions
- ✓ Communicate effectively with customers across different service scenarios
- ✓ Handle customer issues and complaints professionally
- ✓ Contribute to consistent service quality and customer satisfaction

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Course Outline

✓ DAY 01

Foundations of Professional Customer Service

Module 1: Customer Service Fundamentals and Professional Standards

- ✓ Understanding the role of customer service in organizational success
- ✓ Professional attitudes, behaviors, and service ethics
- ✓ Service responsibilities and ownership

Module 2: Customer-Centric Mindset and Service Culture

- ✓ Building a customer-focused mindset
- ✓ Understanding internal vs. external customers
- ✓ Creating positive service impressions

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Course Outline

✓ Day 02

Customer Expectations, Communication, and Engagement

Module 1: Understanding Customer Expectations

- ✓ Identifying explicit and implicit customer needs
- ✓ Managing expectations effectively
- ✓ Aligning service delivery with customer requirements

Module 2: Communication and Customer Engagement Skills

- ✓ Verbal and non-verbal communication in service interactions
- ✓ Active listening and questioning techniques
- ✓ Building rapport and positive engagement

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Course Outline

✓ Day 03

Service Quality, Problem Solving, and Complaint Handling

Module 1: Service Quality and Problem-Solving Techniques

- ✓ Defining service quality standards
- ✓ Identifying service gaps and root causes
- ✓ Applying structured problem-solving approaches

Module 2: Complaint Handling and Service Recovery

- ✓ Professional complaint-handling steps
- ✓ Managing difficult customers and emotions
- ✓ Turning complaints into improvement opportunities

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Course Outline

✓ Day 04

Customer Experience, Relationship Building, and Trust

Module 1: Customer Experience and Relationship Management

- ✓ Understanding customer journey and touchpoints
- ✓ Building long-term customer relationships
- ✓ Delivering consistent service experiences

Module 2: Trust, Loyalty, and Service Credibility

- ✓ Building trust through reliability and transparency
- ✓ Managing promises and commitments
- ✓ Enhancing customer loyalty through service excellence

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Course Outline

✓ Day 05

Service Excellence, Performance, and Continuous Improvement

Module 1: Service Performance and Measurement

- ✓ Key service performance indicators
- ✓ Monitoring and evaluating service quality
- ✓ Using feedback for performance improvement

Module 2: Continuous Improvement and Professional Growth

- ✓ Identifying improvement opportunities
- ✓ Sustaining service excellence over time
- ✓ Personal development for customer service professionals

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 16, 2027	Aug. 20, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 \$	UAE , Dubai
Oct. 18, 2027	Oct. 22, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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