



Consulting and Training | Reach New Heights

Course Name

Beyond Customer Service

Sector Name

Sales, Marketing and Customer Service

Document Type

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Beyond Customer Service

Course Introduction

Customer Service

Becoming customer-centric is one of the most important aims of any organization. Customer centricity refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit.

Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organizations understand the importance of developing a customer-centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist

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Learning Objectives

- ✓ Establish the importance of setting and reviewing customer service standards
- ✓ Develop an understanding of internal and external customer expectations
- ✓ Communicate more effectively by utilizing active listening and questioning skills
- ✓ Demonstrate how to deal with difficult or demanding customers in a professional manner
- ✓ Set SMART objectives and goals to become more productive
- ✓ Utilize stress management techniques to increase job satisfaction

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Course Outline

✓ **01 Day One**

The Building Blocks Of A Customer-Centric Organisation

- ✓ Establish the importance of setting and reviewing customer service standards
- ✓ Develop an understanding of internal and external customer expectations
- ✓ Communicate more effectively by utilizing active listening and questioning skills
- ✓ Demonstrate how to deal with difficult or demanding customers in a professional manner
- ✓ Set SMART objectives and goals to become more productive
- ✓ Utilize stress management techniques to increase job satisfaction

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Course Outline

✓ 02 Day Two

Developing A Top-down Customer-centric Culture

- ✓ Establish the importance of setting and reviewing customer service standards
- ✓ Develop an understanding of internal and external customer expectations
- ✓ Communicate more effectively by utilizing active listening and questioning skills
- ✓ Demonstrate how to deal with difficult or demanding customers in a professional manner
- ✓ Set SMART objectives and goals to become more productive
- ✓ Utilize stress management techniques to increase job satisfaction

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Course Outline

✓ **03 Day Three**

Responding To The Voice Of The Customer

- ✓ Case study: Best and worst-rated companies for customer service
- ✓ Listen, act, and deliver on customer needs
- ✓ Re-evaluate and realign the customer experience in line with demand
- ✓ Creating favorable customer service 'touch points' within your company

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Course Outline

✓ 04 Day Four

Practical exercise: List the ways that your organization creates positive 'touch points.'

- ✓ Leading and motivating others to deliver superior service levels
- ✓ The Customer Loyalty Chain
- ✓ Developing the processes that nurture customer brand loyalty

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Course Outline

✓ 05 Day Five

Measuring And Monitoring Customer Satisfaction

- ✓ Why is measuring customer satisfaction important?
- ✓ Why is it critical to encourage customer complaints and feedback?
- ✓ Establishing quality customer service satisfaction, measuring, and monitoring standards

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2026	Sept. 18, 2026	5 days	5950.00 \$	USA , Texas
June 7, 2026	June 11, 2026	5 days	4250.00 \$	Bahrain , Manama
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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