Training Course on Customer Service Management

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's competitive business environment, exceptional customer service management is a key differentiator that drives customer satisfaction, loyalty, and business growth. Organizations must equip their teams with the right skills and strategies to enhance customer experiences, resolve complaints effectively, and build strong relationships. This Customer Service Management Training provides participants with practical techniques, communication skills, and problem-solving strategies to handle customer interactions professionally and efficiently.

This course covers customer service best practices, conflict resolution, emotional intelligence, service recovery, digital customer experience, and performance measurement. Through interactive workshops, role-playing exercises, and expert-led discussions, participants will develop a customer-centric mindset, improve service delivery, and contribute to organizational success.

Programme Curriculum

Training Course on Customer Service Management

Introduction

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Course Objectives

By the end of this course, participants will be able to:

1. Understand the fundamentals of customer service management.
2. Develop customer-focused communication skills.
3. Master customer relationship management (CRM) strategies.
4. Implement effective complaint handling and service recovery techniques.
5. Apply emotional intelligence in customer interactions.
6. Enhance customer loyalty and retention.
7. Utilize digital tools and social media for customer service.
8. Manage difficult customers and conflict resolution.
9. Improve problem-solving and decision-making in service delivery.
10. Measure customer service performance using key metrics.
11. Align customer service strategy with business objectives.
12. Apply effective teamwork in customer service departments.
13. Build a strong customer service culture within an organization.

Target Audience

1. Customer Service Managers and Representatives
2. Frontline Staff and Call Center Agents
3. Sales and Marketing Professionals
4. Hospitality and Retail Service Staff
5. Business Owners and Entrepreneurs
6. Public Relations and Communication Officers
7. Human Resource and Training Managers
8. Government and Non-Profit Service Providers

Course Content

Module 1: Introduction to Customer Service Management

- Importance of customer service in business success
- Customer expectations and satisfaction
- The evolution of customer service in the digital age
- Key roles and responsibilities in customer service
- The impact of poor service on business reputation

Module 2: Effective Customer Communication Skills

- Verbal and non-verbal communication techniques
- Active listening and empathy in service delivery
- Professional telephone and email etiquette
- Building rapport with customers
- Handling misunderstandings in customer interactions

Module 3: Customer Relationship Management (CRM) Strategies

- Understanding CRM and its importance
- Personalizing customer interactions
- Using technology to enhance customer experience
- Maintaining long-term customer relationships
- Leveraging customer feedback for improvement

Module 4: Handling Customer Complaints and Service Recovery

- The psychology behind customer complaints
- The five-step approach to complaint resolution
- Turning complaints into opportunities
- Strategies for service recovery and rebuilding trust
- Developing a customer-first mindset in problem resolution

Module 5: Emotional Intelligence in Customer Service

- Understanding emotional intelligence (EQ)

- Managing emotions in high-pressure situations
- Enhancing self-awareness and empathy
- Dealing with difficult customers with emotional control
- The role of EQ in service excellence

Module 6: Customer Retention and Loyalty Building

- Factors that drive customer loyalty
- Creating value through personalized experiences
- Customer retention strategies for different industries
- Implementing customer appreciation programs
- Measuring customer satisfaction and loyalty

Module 7: Digital Customer Experience and Social Media Management

- The rise of digital customer service
- Managing customer interactions on social media
- Handling negative reviews and online complaints
- Chatbots and AI in customer support
- Enhancing digital engagement and responsiveness

Module 8: Conflict Resolution and Managing Difficult Customers

- Understanding different types of difficult customers
- Conflict resolution strategies in customer service
- Handling aggressive or dissatisfied customers professionally
- De-escalation techniques for tense situations
- Turning negative experiences into positive outcomes

Module 9: Problem-Solving and Decision-Making in Customer Service

- The problem-solving cycle in service delivery
- Analyzing customer issues effectively
- Creative thinking in customer service solutions
- Implementing timely and effective decisions
- Learning from past service challenges

Module 10: Customer Service Performance Measurement

- Key performance indicators (KPIs) for customer service
- Customer feedback collection and analysis
- Mystery shopping and service audits
- Benchmarking service standards in the industry
- Continuous improvement through data-driven decisions

Module 11: Customer Service Strategy Alignment

- Integrating customer service with business goals
- Developing customer service policies and guidelines
- Setting service standards for teams
- Aligning customer service with brand reputation
- Engaging leadership in service excellence initiatives

Module 12: Teamwork and Collaboration in Customer Service

- The role of teamwork in delivering exceptional service
- Cross-functional collaboration for customer satisfaction
- Team motivation and performance improvement
- Leadership skills for customer service managers
- Creating a positive and service-driven work culture

Module 13: Customer Service Culture and Organizational Excellence

- Building a strong customer-focused culture
- Training employees for service excellence
- Encouraging proactive customer service behaviors
- Rewarding and recognizing exceptional service
- Maintaining consistency in service delivery

Module 14: Crisis Management in Customer Service

- Identifying and preparing for service crises
- Crisis communication strategies
- Handling PR disasters and service failures
- Maintaining customer confidence during crises
- Case studies on successful crisis management

Module 15: Future Trends in Customer Service

- The impact of AI and automation on customer service
- Evolving customer expectations in the digital era
- The role of personalization in future service models
- Remote and hybrid customer support solutions
- Innovations shaping the future of customer experience

Training Methodology

1. **Expert-Led Discussions** – Insights from industry professionals with real-world experience.
2. **Role-Playing and Simulations** – Hands-on practice in handling customer interactions.
3. **Case Studies and Best Practices** – Learning from successful customer service models.
4. **Workshops and Group Activities** – Interactive sessions to improve skills.
5. **Personalized Coaching** – One-on-one feedback and mentorship.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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