Training Course on Service Quality and Excellence

Professional Development Training Course Outline

Category	Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Delivering exceptional service quality and excellence is a powerful differentiator in today's competitive marketplace. In an era where customer experience, brand loyalty, and service innovation are vital to success, businesses must prioritize consistent, high-quality service delivery. Training Course on Service Quality and Excellence is designed to equip professionals with the tools, strategies, and mindset needed to exceed customer expectations, foster trust, and drive long-term customer satisfaction.

From frontline employees to senior leaders, mastering service excellence not only enhances brand reputation but also impacts profitability, employee engagement, and customer retention. Participants will explore real-world case studies, digital strategies, and best practices to create a customer-centric culture rooted in excellence.

Programme Curriculum

Training Course on Service Quality and Excellence

Introduction

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Course Objectives

1. Understand the fundamentals of service quality management.
2. Learn how to build a customer-centric mindset in organizations.
3. Implement tools for continuous service improvement.
4. Develop emotional intelligence for service excellence.
5. Foster employee engagement to elevate service standards.
6. Integrate digital customer experience techniques.
7. Measure customer satisfaction using analytics.
8. Apply Six Sigma and Lean methodologies for service quality.
9. Master conflict resolution and handling difficult customers.
10. Promote a culture of accountability and ownership.
11. Understand the impact of branding and service delivery alignment.
12. Design customer journey maps for service planning.
13. Utilize AI and automation to enhance service delivery.

Target Audience

1. Customer Service Representatives
2. Sales and Marketing Professionals
3. Business Development Managers
4. Hospitality and Tourism Staff
5. Operations Managers
6. Call Center Agents
7. Healthcare Service Providers
8. Corporate Trainers and HR Leaders

Course Duration: 5 days

Course Modules

Module 1: Introduction to Service Excellence

- Defining service quality and excellence
- Role of service in business success
- Key principles of exceptional service
- Overview of service quality frameworks
- Trends reshaping service industries

Module 2: Customer-Centric Strategies

- Understanding customer expectations

- Mapping the customer journey
- Personalization strategies
- Voice of the customer techniques
- Empathy and active listening

Module 3: Emotional Intelligence in Service

- Building rapport with clients
- Emotional regulation techniques
- Self-awareness in service settings
- Resolving emotional triggers
- EI’s impact on customer loyalty

Module 4: Digital Tools and Technology

- Using AI in customer service
- CRM software for service quality
- Chatbots and automation
- Social media responsiveness
- Digital service recovery

Module 5: Measuring Service Quality

- Key performance indicators (KPIs)
- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Real-time feedback systems
- Data-driven service improvements

Module 6: Conflict Management and Recovery

- Strategies for de-escalation
- Complaint resolution frameworks
- Turning negative experiences into loyalty
- Apology and compensation techniques
- Case studies in service recovery

Module 7: Quality Assurance and Improvement

- Root cause analysis
- Implementing Lean Six Sigma
- Internal audits and reviews
- Process reengineering
- Continuous improvement mindset

Module 8: Culture and Leadership in Service

- Leading by example
- Motivating service teams

- Recognition and rewards systems
- Building accountability
- Embedding service excellence in values

Training Methodology

- Interactive lectures
- Real-life case studies
- Group discussions
- Role-plays
- Simulations
- Practical exercises

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com