

# Delighting Customers: Skills for Providing Exceptional Service

10 – 14 May 2027  
Amsterdam (Netherlands)

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## Delighting Customers: Skills for Providing Exceptional Service

**Ref:** 3254989\_183735 **Date:** 10 – 14 May 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

### Introduction

In today's competitive landscape, customers don't just seek solutions — they seek experiences. This course is designed to help professionals across industries build the practical skills required to consistently exceed customer expectations and create long-term loyalty.

Tailored specifically for professionals in the Middle East and North Africa, it targets team leaders, frontline staff, managers, and executives across both public and private sectors — from banking and telecom to government, oil and gas, and more. The course aims to elevate both individual performance and organizational service excellence.

### Course Objectives

- Understand customer psychology and expectations.
- Develop strategies for building long-lasting customer relationships.
- Enhance verbal and non-verbal communication skills.
- Handle complaints and challenging scenarios with confidence.
- Apply tools for analyzing customer experience.
- Strengthen customer loyalty through added value.
- Create a customer-centric organizational culture.
- Measure and improve customer satisfaction metrics.

### Course Outlines

#### Day 1: Understanding Customer Expectations

- Introduction to customer experience.
- What makes a service truly “exceptional”?
- Types of customer personas and behavior.
- Collecting and interpreting customer feedback.
- Case studies on expectation management.
- Group exercises on real-world scenarios.

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A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

## **Day 2: Building Impactful Communication Skills**

- Active listening techniques.
- Using positive language and tone.
- Responding to objections and concerns.
- Establishing trust and rapport.
- Interactive role-playing sessions.
- Feedback and real-time coaching.

## **Day 3: Complaint Handling and Conflict Resolution**

- Categorizing different types of complaints.
- Systematic approach to problem-solving.
- De-escalation and negotiation strategies.
- Root cause analysis.
- Designing customized recovery solutions.
- Review of industry case examples.

## **Day 4: Designing a Memorable Customer Experience**

- Mapping the customer journey.
- Identifying "moments of truth."
- Service personalization strategies.
- Embedding customer focus in company culture.
- Defining customer service KPIs.
- Creating experience improvement plans.

## **Day 5: Evaluation and Sustainable Excellence**

- Final assessment and group review.
- Collecting internal feedback loops.
- Developing sustainable team coaching plans.
- Staff motivation and recognition systems.
- Action planning for implementation.
- Certification and course wrap-up.

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## Why Attend this Course: Wins & Losses!

- Upgrade your customer service skills.
- Boost customer retention and satisfaction.
- Reduce complaints and negative feedback.
- Increase brand loyalty and referrals.
- Drive business growth through excellence.
- Keep up with global service trends.
- Strengthen your team's performance.
- Earn a recognized professional certificate.

## Conclusion

Delivering exceptional customer service is not just a tactical function — it's a strategic advantage. This training equips participants with the tools, mindset, and techniques needed to transform service encounters into powerful moments of connection and differentiation.

**Whether you're looking to uplift team performance or reshape your customer journey, this course offers actionable frameworks, practical exercises, and certified development — all designed to help your organization truly delight its customers.**

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