BLACKBIRD FOR TRAINING

Customer Experience

23 – 27 November 2026
Amsterdam (Netherlands)



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Ref: 321612_141879 **Date:** 23 – 27 November 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction

In today's competitive world, customer service and public relations are critical elements that significantly impact the success of organizations. Customer service representatives and public relations staff face many challenges, including dealing with difficult customers, those with specific needs, individuals seeking irrelevant information, abusive customers, threats, overwork, and other issues. To address these challenges, organizations must adopt continuous improvement practices for systems, processes, and employee skills to ensure that customer service and public relations are performed at the highest level.

The Customer Service and Public Relations Masterclass is designed to equip participants with proven tools, techniques, and skills that can be directly applied to enhance individual performance, create valuable leads, and improve customer relations. By utilizing these tools, you will be able to navigate the dynamics of customer service and public relations to optimize opportunities for your organization's products and services.

Course Objectives

- Develop a strategy for building a proactive, customer-centric public sector organization.
- Create and shape the public sector's brand promise.
- Define customer service, identifying the values of your customers.
- Understand how to measure and monitor customer experience to align with public sector strategy.
- Recognize barriers to delivering superior customer service at every customer touchpoint.
- Implement effective responses to complaints in the public sector.
- Develop internal processes that support the public sector service commitment to customers, utilizing diagnostic tools.

Course Outlines

Day 1: What Do We Want Our Customers to Experience?

- The importance of customer care in the public sector.
- Why superior service is critical to success.
- Why good service isn't enough in today's competitive landscape.
- Identifying how excellence in public sector customer service is delivered and managed.
- Recognizing the skills needed for effective customer service at each customer touchpoint.



Day 2: Measuring Customer Service Success

- Identify strengths and weaknesses in your current customer service approach.
- Recognize and eliminate service barriers.
- Solve priority customer service problems efficiently.
- Use quality service tools and techniques like cause and effect analysis, Pareto analysis, etc.
- International approaches to public sector customer service delivery.

Day 3: Demonstrating Customer Service Professionalism

- Maintaining a positive mental attitude for enhanced customer experience.
- Building and monitoring a service team to exceed customer expectations every time.
- Identifying best practices in managing different customer situations, including complaints.
- Mastering ways to develop and sustain a customer service-focused attitude.

Day 4: Handling Complaints Effectively

- Master techniques for dealing with difficult customers.
- Prevent complaints from recurring.
- What satisfies complaining customers?
- The six key elements to embrace when handling complaints.
- How to effectively handle difficult customer interactions.

Day 5: Customer Service Management Strategy

- Developing a Quality Service Statement.
- Performing a cultural analysis and measuring the customer service environment.
- Support values and beliefs by sharing success stories and lessons learned.
- Updating customer service systems and procedures.
- Re-recruiting customer service employees using a practical toolkit.

Why Attend this Course: Wins & Losses!

- Learn how to measure and enhance customer experience through proven tools and techniques like customer experience analytics.
- Gain insights into best customer service practices and how to improve customer experience in your organization.
- Apply customer experience strategies that create long-lasting value and strengthen the bond with customers.
- Learn how to deal with complaints and difficult customers, improving the overall customer experience.
- Understand how to implement continuous improvement strategies and create a customer-focused culture.



Conclusion

The Customer Service and Public Relations Masterclass is a valuable course for any organization looking to elevate its customer service and public relations to the highest standards. By gaining insights into customer experience management, customer service strategies, and tools for improving customer interactions, you can significantly enhance your organization's relationship with its customers.

Register now to learn how to implement customer service best practices that lead to customer satisfaction and organizational success!

