

## Customer Experience

*Washington (USA)*

*28 September - 2 October 2025*

UK Training

# PARTNER



## Customer Experience

Code: CC28 From: 28 September - 2 October 2025 City: Washington (USA) Fees: 4700 Pound

### 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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black sans-serif font.

UK Training  
**PARTNER**

- 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!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

