Delighting Customers: Skills for Providing Exceptional Service

30 November – 4 December 2026
Madrid (Spain)



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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.



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.



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.

