

Delighting Customers: Skills for Providing Exceptional Service

Rome (Italy)

3 - 7 August 2026

UK Training

PARTNER



Delighting Customers: Skills for Providing Exceptional Service

Code: CC28 From: 3 - 7 August 2026 City: Rome (Italy) Fees: 4200 Pound

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

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on different squares. The background features a series of concentric, wavy lines emanating from behind the pieces, creating a sense of motion or focus.

UK Training
PARTNER

- 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.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. 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 CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS 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
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman 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

