

## Delighting Customers: Skills for Providing Exceptional Service

*Istanbul (Turkey)*

*28 March - 1 April 2027*

UK Training

# PARTNER



## Delighting Customers: Skills for Providing Exceptional Service

Code: CC32 From: 28 March - 1 April 2027 City: Istanbul (Turkey) 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

The logo for UK Training Partner features the text 'UK Training' in a smaller, black, sans-serif font above the word 'PARTNER' in a large, bold, black, sans-serif font. The background of the logo is a stylized chessboard with a king piece and a pawn piece.

- 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. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.

## Blackbird Training Clients

|                                                                                                                                                                                 |                                                                                                                                                        |                                                                                                                                                 |                                                                                                                                                     |                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>MANNAI CORPORATION</b><br>MANNAI Trading Company WLL, Qatar                             | <br><b>GAC</b><br>UNE FILIALE D' EGA<br>Alumina Corporation<br>Guinea | <br><b>Booking.com</b><br>Booking.com<br>Netherlands           | <br><b>OXFAM</b><br>Oxfam GB International Organization, Yemen   | <br><b>Capital Markets Authority</b><br>Kuwait                           |
| <br><b>Waltersmith</b><br>Waltersmith Petroman Oil Limited<br>Nigeria                          | <br><b>QNB</b><br>Qatar National Bank (QNB), Qatar                    | <br><b>Qatar Foundation</b><br>Qatar                           | <br><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b><br>Tanzania | <br><b>KFAS</b><br>KFS<br>Kuwait                                         |
| <br><b>Reserve Bank of Malawi</b><br>Malawi                                                   | <br><b>Central Bank of Nigeria</b><br>Nigeria                        | <br><b>Ministry of Interior Kingdom of Saudi Arabia</b><br>KSA | <br><b>Mabruk Oil Company</b><br>Libya                          | <br><b>Saudi Electricity Company</b><br>KSA                             |
| <br><b>BPKH</b><br>Badan Pengelola Keuangan Haji<br>BADAN PENGELOLA KEUANGAN Haji, Indonesia | <br><b>NATO Italy</b>                                               | <br><b>ENI</b><br>ENI CORPORATE UNIVERSITY, Italy            | <br><b>GULF BANK</b><br>Gulf Bank<br>Kuwait                     | <br><b>General Organization for Social Insurance</b><br>KSA            |
| <br><b>Defence Space Administration</b><br>Nigeria                                           | <br><b>National Industries Group (Holding)</b><br>Kuwait            | <br><b>Hamad Medical Corporation</b><br>Qatar                | <br><b>USAID</b><br>Pakistan                                    | <br><b>STC</b><br>STC Solutions, KSA                                   |
| <br><b>North Oil Company</b><br>North Oil company,                                           | <br><b>EKO Electricity</b><br>EKO Electricity                       | <br><b>OMAN BROADBAND</b><br>Oman Broadband                  | <br><b>UNITED NATIONS</b><br>UN.                               | <br><b>Authority for Electricity Regulation, Oman</b><br>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)  
Sustainability, ESG & Corporate Responsibility  
Advanced Courses  
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