![Global Horizon Training Center logo]

Training Course

Advanced Customer Service Management

Description

This course is designed to elevate customer service management skills, focusing on leadership, strategy, and innovation. Participants will learn how to lead customer service teams, design customer-centric processes, and implement strategies to enhance customer satisfaction.

Objectives

By the end of this course, participants will be able to:

- Lead and motivate customer service teams effectively.
- Design and implement customer service strategies.
- Utilize technology to enhance customer interactions.
- Analyze customer feedback for continuous improvement.
- Drive organizational success through superior customer service.

Who Should Attend?

- Customer service managers and team leaders
- Business leaders and executives focused on customer experience
- HR and training professionals responsible for service excellence
- Anyone aiming to improve customer service strategies and outcomes

Course Outline

Day 1: The Role of Leadership in Customer Service

- Leading by example: customer-centric leadership
- Building high-performing customer service teams
  Day 2: Designing Customer Service Strategies
- Crafting customer experience (CX) strategies
- Aligning customer service with organizational goals
  Day 3: Leveraging Technology for Service Excellence
- Using CRM tools and automation to enhance service
- Integrating digital channels into customer service
  Day 4: Measuring and Improving Customer Satisfaction
- Gathering and analyzing customer feedback
- Implementing continuous improvement practices
  Day 5: Case Studies and Best Practices
- Learning from leading organizations in customer service
- Developing a roadmap for sustained service excellence