



# Training Course



## Customer Service & Public Relations

### Description

This course bridges the gap between customer service and public relations, emphasizing how both disciplines contribute to building a strong brand reputation. Participants will learn how to communicate effectively with customers and the public to foster trust, loyalty, and positive brand perception.

### Objectives

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

- Understand the connection between customer service and PR.
- Communicate effectively to build brand loyalty and trust.
- Handle public-facing issues and customer complaints with confidence.
- Use customer feedback to shape public relations strategies.
- Enhance the organization's reputation through service excellence.

### Who Should Attend?

- Customer service professionals and managers
- PR and communication specialists
- Business owners and brand managers
- Anyone involved in customer or public interactions

### Course Outline

#### Day 1: The Intersection of Customer Service and PR

- Understanding how service impacts public perception
- The role of customer feedback in PR

#### Day 2: Communication Strategies for Service and PR

- Crafting consistent messages across channels
- Managing customer expectations and public messaging

#### Day 3: Handling Crises in Customer Service and PR

- Techniques for managing public complaints and crises
- Turning negative publicity into opportunities

#### Day 4: Building Brand Loyalty Through Service and PR

- Engaging customers as brand advocates
- Aligning customer service strategies with PR goals

#### Day 5: Measuring Success and Continuous Improvement

- Evaluating customer satisfaction and public sentiment
- Using data to improve service and PR outcomes