

[isoc.com/training-course-customer-service-customer-excellence](https://isoc.com/training-course-customer-service-customer-excellence)

## Customer Service and Customer Experience Programme

<b>Face to Face</b>	ISOC London or Dubai
<b>Live Online</b>	ISOC Studio via Zoom
<b>Contact</b>	<a href="mailto:training@isoc.com">training@isoc.com</a>
<b>Price</b>	\$2950 +VAT
<b>Duration</b>	Five days
<b>Dates</b>	<a href="https://isoc.com">isoc.com</a>

**SHORT COURSES  
FOR PROFESSIONALS**

# Course title



## Course overview

**This five-day customer service programme is a masterclass for senior professionals about how to manage the customer ecosystem holistically. You will learn to design strategies and implement frameworks to deliver world-class service and customer experience excellence at every touch point. Topics include strategy, measurement, culture and leadership best practices.**

You can join us either face to face or live online. The course is modular: each of the five days is also a standalone one-day course.

Dates and booking:

<https://www.isoc.com/training-course-customer-service-customer-excellence>

## LEARNING OUTCOMES

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After this course, you will be able to:

- Develop ways to handle customer related interactions in more effective ways ensuring customer satisfaction
- Shift focus from a pure CS viewpoint to include the entire customer journey and all the elements of CX
- Design and conduct customer experience research and deliver meaningful measures and insights
- Utilize the latest techniques and tools to manage customer experience at all different levels
- Define, design and implement a customer centricity culture in your organisation

## Who should attend?

This is an intermediate to advanced level course designed for managers and senior professionals aspiring to mastery and excellence in customer service and customer experience. Learning is pitched at a level to help synthesising across the organisation and align to globally used methodologies that facilitate strategic, tactical and operational implementation.

This course is recommended for executives, directors and senior managers who need to develop, design or manage customer impacting strategies and initiatives; decision makers and team leaders responsible for operational improvements related to process, system and people; senior customer-facing professionals or subject matter experts, i.e. agile/SCRUM masters, project managers, user experience/design, market research, innovation, business process re-engineering, business development, digital transformation, customer relationship managers.

# Course agenda



## Day One: Understanding and Serving Your Customers

This one-day module covers tools and tips for improved customer service by getting to know your customers.

- Defining your customer: needs, behaviours and preferences
- Getting into the mind of your customer: personality profiles
- Rapport, listening, respect and influence
- Using emotional intelligence with difficult customers

## Day Two: Customer Service to Customer Experience

This one-day module covers organisational transformation from focusing on service to prioritising experience.

- Defining customer experience
- Customer Journey Mapping
- Design Thinking
- Digital Transformation: Customer experience vs User Experience vs Digital Experience

## Day Three: Customer Experience Management

This one-day module covers specialised techniques for managing customer experience.

- The role of organisational leadership
- The Customer Experience Management Strategy (CXMS)
- The role of Rewards & Loyalty Programs
- Demonstrating the ROI of CXM Initiatives

## Day Four: Customer Experience Measurement (CEM)

This one-day module covers quantitative and qualitative research and measurement techniques.

- Defining what we need to measure: a measurement framework
- Quantitative and qualitative research methodologies
- Using data analytics to determine customer health
- Influential reporting: from data to insights

## Day Five: Customer Centricity Culture

This one-day module covers best practice principles for design and implementation of a sustainable culture.

- Define and design your customer centricity culture
- Culture implementation and change management
- Embedding the culture by empowering your people
- Organisational governance for sustainable customer centricity



# Training at ISOC



## About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

## WHAT TO EXPECT

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Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

**ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away**





# International School of Communication

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