MERCURY

Experience Management & Customer Service Leadership Training

15 – 19 February 2027
Madrid (Spain)



Dubai - UAE: +971 4 450 5697
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Ref: 121572_1038484 **Date:** 15 – 19 February 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction

Modern organizations compete not only through products and services but through the quality of customer experiences delivered across every interaction. The Experience Management & Customer Service Leadership course strengthens professional capabilities in customer satisfaction strategies, service-excellence leadership, and customer-journey optimization in dynamic business environments. It explores how organizations can improve customer retention, build brand loyalty, and create value-driven service cultures that support sustainable growth. Participants examine advanced concepts in customer engagement, complaint handling, service innovation, and customer-centric leadership while aligning operational performance with organizational objectives. The program highlights practical approaches for improving customer experience management, service quality standards, and communication effectiveness across physical and digital channels. Participants will gain a strategic understanding of how customer service leadership contributes to organizational reputation, operational excellence, and long-term competitive advantage.

Targeted Groups

This Experience Management & Customer Service Leadership training targets professionals seeking knowledge and skills:

- Customer service managers and supervisors.
- Experience management specialists and coordinators.
- Client relationship and customer success professionals.
- Frontline service team leaders.
- Hospitality and retail service managers.
- Business development and sales support professionals.
- Quality assurance and service excellence officers.
- Contact center and call center supervisors.
- Public relations and customer engagement staff.
- Professionals responsible for customer satisfaction improvement.
- Organizational leaders managing customer-focused operations.

Course Objectives

Participants will achieve the following objectives by completing the Experience Management & Customer Service Leadership course:

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- Understand modern customer experience management frameworks.
- Develop customer-centric service leadership capabilities.
- Improve customer satisfaction and service delivery performance.
- Analyze customer expectations across multiple service channels.
- Strengthen customer engagement and communication strategies.
- Build effective customer retention and loyalty approaches.
- Evaluate customer journey mapping techniques and applications.
- Apply service quality measurement and performance indicators.
- Improve complaint management and conflict resolution practices.
- Identify methods for enhancing customer relationship management processes.
- Support service innovation and operational excellence initiatives.
- Strengthen leadership skills for high-performing service teams.
- Enhance decision-making using customer feedback insights.
- Improve organizational responsiveness to customer needs.
- Promote a sustainable service culture and foster customer trust.

Targeted Competencies

Participants will gain the following competencies during the Experience Management & Customer Service Leadership program:

- Customer experience planning and evaluation.
- Customer service leadership and team supervision.
- Service quality improvement and monitoring.
- Customer journey analysis and optimization.
- Customer communication and engagement management.
- Complaint handling and problem-solving techniques.
- Customer retention and loyalty enhancement strategies.
- Service excellence and customer satisfaction assessment.
- Emotional intelligence in customer interactions.
- Strategic thinking for customer-focused operations.
- Performance measurement using customer service metrics.
- Relationship management and stakeholder communication.
- Customer feedback analysis and reporting.
- Continuous improvement in service operations.

Studying Scenarios

In this Experience Management & Customer Service Leadership training, participants develop skills through the following scenarios:

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- Managing customer complaints during high-pressure service situations.
- Improving customer satisfaction in multi-channel service environments.
- Leading customer service teams through operational change initiatives.
- Evaluating customer journey gaps affecting customer loyalty.
- Handling difficult clients using professional communication methods.
- Developing service recovery plans after customer dissatisfaction incidents.
- Enhancing customer engagement through personalized service strategies.
- Monitoring service quality performance using customer feedback data.

Course Content

Unit 1: Foundations of Experience Management and Customer Service Leadership

- Introduction to customer experience management principles.
- Evolution of customer service in modern organizations.
- Understanding customer expectations and behavioral patterns.
- The role of customer-centric culture in business success.
- Leadership responsibilities in customer service operations.
- Building customer trust and long-term relationships.
- Key components of service excellence strategies.
- Customer satisfaction measurement and service performance indicators.
- Aligning customer experience goals with organizational objectives.

Unit 2: Customer Journey Management and Service Excellence

- Understanding customer journey mapping concepts.
- Identifying customer touchpoints across service channels.
- Evaluating customer pain points and service gaps.
- Improving customer engagement throughout the service lifecycle.
- Personalization strategies for enhanced customer experiences.
- Managing digital customer experience platforms effectively.
- Creating seamless omnichannel customer interactions.
- Service quality assurance and operational consistency.
- Developing customer loyalty through value-driven experiences.

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Unit 3: Leadership Skills for Customer Service Professionals

- Leadership styles for customer-focused environments.
- Building high-performing customer service teams.
- Coaching and motivating service employees effectively.
- Communication strategies for customer service leadership.
- Emotional intelligence in customer and team interactions.
- Managing workplace challenges within service operations.
- Decision-making techniques for customer experience improvement.
- Conflict management and customer issue resolution.
- Performance management and employee accountability systems.

Unit 4: Customer Satisfaction, Retention, and Relationship Management

- Measuring customer satisfaction and loyalty indicators.
- Understanding customer retention strategies and practices.
- Relationship management principles for service excellence.
- Using customer feedback to improve business performance.
- Developing proactive communication with customers.
- Complaint management and service recovery approaches.
- Building customer trust during challenging service situations.
- Customer success strategies for long-term engagement.
- Enhancing brand reputation through customer experience leadership.

Unit 5: Strategic Improvement and Innovation in Customer Experience

- Strategic planning for customer experience improvement.
- Continuous improvement models for service operations.
- Innovation techniques in customer service delivery.
- Leveraging technology in customer experience management.
- Data-driven approaches for customer insight analysis.
- Benchmarking service quality against industry standards.
- Risk management in customer-facing operations.
- Developing sustainable customer service excellence frameworks.
- Future trends in customer experience and service leadership.

Final Insights & Key Takeaways

Effective customer experience management requires strong leadership, service innovation, and continuous improvement to maintain customer satisfaction and organizational competitiveness. Organizations that prioritize customer-centric strategies and service excellence leadership achieve stronger loyalty, operational efficiency, and long-term business growth.