MERCURY

Emotional Intelligence and Customer Experience Course

10 – 14 May 2027
Zanzibar (Tanzania)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15519_1064515 **Date:** 10 – 14 May 2027 **Location:** Zanzibar (Tanzania) **Fees:** 5300 Euro

Introduction:

In light of recent economic developments and increasing competition, companies strive to survive in a hostile environment. Efforts made in recent years to improve customer service have become trivial, as huge amounts of money have been invested in Customer Relationship Management CRM to gather as much information as possible about customers and communicate with them better.

However, the efforts required to meet consumer expectations have advanced to a more competitive stage, where the concept of customer experience generates new competitive pressures. Leveraging emotional intelligence in customer service delivers a unique and compelling customer experience journey. Embracing emotional intelligence and customer service strategies can significantly improve customer experience solutions.

This emotional intelligence and customer experience course integrates key aspects of emotional intelligence for customer service professionals, aiming to enhance the ability to understand and respond to customer emotions effectively. Through the emotional intelligence and customer service focus, the participants will learn practical customer experience tools and be equipped to create customer experience frameworks that foster loyalty and satisfaction.

Participants will understand how emotional intelligence in customer service can strengthen the relationship between the customer and the brand. It will incorporate elements of customer experience designed to empower them with the skills to implement a robust customer experience program. They can apply the principles of emotional intelligence and customer experience to real-world scenarios, ensuring a memorable and positive interaction with the customers they serve.

Targeted Groups:

- Customer Complaints System Managers.
- Customer service employees and managers.
- Human Resources and Information Technology personnel.
- Anyone who finds themselves in need of this course and wishes to develop their skills and expertise.

Course Objectives:

At the end of this emotional intelligence and customer experience course, the participants will be able to:

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- Explain the importance of managing a customer complaints system to improve organizational performance.
- Implement a customer feedback system to increase customer satisfaction and retention.
- Manage each stage of handling complaints from preparation to resolution.
- Develop relevant key performance indicators to evaluate and review complaint systems.
- Evaluate existing systems and align them with the best international standards for complaint management.

Targeted Competencies:

By the end of this emotional intelligence and customer experience training, the participant's competencies will:

- Achieving customer service excellence through measuring service quality and understanding its concept.
- System standards and procedures for managing and handling complaints.
- Efficiency and innovation in customer complaints system management.
- The art of effective communication and interaction with customers and influencing them.
- Creative handling of customer complaints, analyzing objections, and responding to them.

Course Content:

Unit 1: Achieving Customer Service Excellence through Measuring Service Quality and Understanding its Concept:

- Emotional intelligence and stages of acquiring social skills.
- The meaning of customer service and the perpetual nature of customer understanding.
- Customer service within the modern administrative concept and its impact on service mastery.
- The importance of symbolic actions in executing the customer service quality strategic plan and the organization's appreciation of the implementers.
- The psychological impact of timing and the symbolic nature of marketing operations on service quality.
- Conflict and coordination of marketing operations with customer service and their impact on the success of organizations.
- Organizational stability and the impact of customer service operations on quality management.
- Advantages of strategic customer service management as a means to support competitiveness.

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Unit 2: System Standards and Procedures for Managing and Handling Complaints:

- Background on complaint management standards.
- ISO 9001 model.
- ISO 9001 and requirements for complaint management.
- Key elements of a complaint management system.
- ISO 10002:2018 Guidelines for complaints handling process.

Unit 3: Efficiency and Innovation in Customer Complaints System Management:

- What is meant by customer complaint?
- Initial aspects of customer complaints.
- Efficiency and innovation in customer complaints system management.
- Designing customer feedback systems to enhance organizational performance.
- Improving customer complaints system and audience according to international standards.
- Excellence in converting customer complaints into real opportunities.
- Converting customer complaints into strategic weapons.
- Fundamental differences between genuine and false complaints.
- Customer service problems and strategies to overcome them.
- Professionalism in managing electronic complaints systems and responding to complaints.

Unit 4: The Art of Effective Communication and Interaction with Customers and Influencing Them:

- Key points in the concept of communication.
- Does communication skill have a positive impact on customer complaints?
- The art of speaking when dealing with customers and listening to their complaints accurately.
- Applying best practices and behavioral rules for dealing with customer complaints.
- Reading other's thoughts through neuro-linguistic programming.
- Knowing what others are thinking through their body language.
- Different behavioral patterns of customers and how to influence them.
- Mechanisms for dealing with difficult patterns and how to deal with them.

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Unit 5: Creative Handling of Customer Complaints, Analyzing Objections, and Responding to Them:

- Impact of customer service care processes and technical-administrative processes and their negative impact.
- Psychological and service development skills for customer care teams and their impact on service quality.
- Control and monitoring processes and their impact on achieving customer satisfaction.
- Do customers need their problems to be solved?
- Importance of providing service care to customers and its psychological impact on customer acceptance.
- The reality of marketing operations and their impact on profit and loss related to company customer service.