MERCURY

Customer Service Operations & Performance Excellence

24 – 28 October 2027
Dubai (UAE)



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Customer Service Operations & Performance Excellence

Ref: 121918_1083530 **Date:** 24 – 28 October 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction

The Customer Service Operations & Performance Excellence course builds understanding of how customer service operations can deliver consistent, measurable, high-quality service outcomes. It examines service processes, operating standards, customer needs, workforce coordination, and performance measurement across modern service environments. Participants explore customer experience, service quality, service efficiency, complaint handling, and continuous improvement as connected operational priorities. The program addresses customer service performance metrics, service level management, workforce performance, and operational controls. It emphasizes using data, structured analysis, and practical decision-making to strengthen customer satisfaction and organizational performance. Participants will build a framework to manage customer service operations and sustain performance excellence across channels and customer touchpoints.

Targeted Groups

This Customer Service Operations & Performance Excellence training targets professionals seeking knowledge and skills:

- Customer service managers improving service quality.
- Customer experience professionals strengthening service delivery.
- Call center supervisors managing teams and performance.
- Operations professionals developing service management skills.
- Team leaders improving standards and accountability.
- Quality professionals monitoring service processes.
- Frontline supervisors improving complaints and communication.
- Professionals preparing for customer service leadership.

Course Objectives

Participants will achieve the following objectives by completing the Customer Service Operations & Performance Excellence course:

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- Define core customer service operations and their role in organizational performance.
- Examine customer expectations, service journeys, touchpoints, and critical moments.
- Analyze service processes to identify delays, gaps, errors, and opportunities for improvement.
- Evaluate service quality using relevant standards, measures, and performance indicators.
- Apply customer service performance metrics to monitor operational effectiveness.
- Assess workforce productivity, capacity, scheduling, and workload distribution.
- Develop approaches to improve customer satisfaction and the customer experience.
- Examine complaint handling, escalation, recovery, and resolution practices.
- Analyze service data to support evidence-based operational decisions.
- Evaluate communication practices across phone, email, chat, and digital channels.
- Develop service standards that promote consistency, responsiveness, and accountability.
- Assess root causes of recurring service problems and operational failures.
- Examine continuous improvement methods for customer service operations.

Targeted Competencies

Participants will gain the following competencies during the Customer Service Operations & Performance Excellence program:

- Customer service operations planning and coordination.
- Customer experience and journey analysis.
- Service quality assessment and improvement.
- Customer service performance measurement.
- Service level monitoring and control.
- Complaint handling and service recovery.
- Workforce productivity and capacity analysis.
- Operational problem solving and root-cause analysis.
- Customer communication across service channels.
- Service standards and process consistency.
- Performance reporting and data interpretation.
- Continuous improvement and operational accountability.

Real-world Case Studies

In this Customer Service Operations & Performance Excellence training, participants develop skills through the following cases:

- Analyze a contact center with rising response times and declining customer satisfaction to identify workflow and staffing gaps.
- Evaluate repeated complaints in a service department to trace root causes and design stronger escalation and recovery controls.
- Review customer service performance data to compare service levels, productivity, resolution rates, and customer experience outcomes.

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Course Content

Unit 1: Foundations of Customer Service Operations

- Define customer service operations and their role in the organization.
- Examine customer needs, service delivery, and business objectives.
- Identify expectations across service environments and customer segments.
- Analyze customer journeys, touchpoints, and critical interactions.
- Examine principles of effective service management.
- Distinguish service, support, care, and customer experience.
- Assess service processes from customer and operational perspectives.
- Identify factors affecting satisfaction, loyalty, and perceived value.

Unit 2: Service Quality, Standards & Customer Experience

- Examine service quality dimensions and customer perceptions.
- Define standards for responsiveness, accuracy, and consistency.
- Analyze experiences across phone, email, chat, social, and digital channels.
- Assess customer effort, convenience, reliability, and resolution.
- Examine service level agreements and operational expectations.
- Identify gaps between expected and delivered service quality.
- Evaluate communication practices that build customer trust.
- Maintain consistent experiences across service touchpoints.

Unit 3: Customer Service Performance Management

- Define key customer service metrics and indicators.
- Examine response, resolution, and first-contact resolution rates.
- Analyze satisfaction, effort, retention, and experience measures.
- Assess workforce productivity, utilization, workload, and capacity.
- Review dashboards and reports to inform operational decisions.
- Interpret data to identify trends, bottlenecks, and performance gaps.
- Establish targets aligned with customer and business priorities.
- Balance quality, efficiency, workforce capacity, and outcomes.

Unit 4: Complaint Handling, Service Recovery & Operational Control

- Examine structured complaint handling and issue resolution.
- Classify complaints by urgency, complexity, and impact.
- Analyze root causes of recurring complaints and failures.
- Develop service recovery approaches that rebuild customer trust.
- Examine escalation procedures, ownership, and accountability.
- Evaluate frontline decisions during difficult interactions.
- Identify controls that reduce errors, delays, and recurring problems.
- Strengthen feedback mechanisms for service improvement.

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Unit 5: Continuous Improvement & Performance Excellence

- Examine continuous improvement principles in customer service.
- Identify inefficiencies affecting quality, speed, and cost.
- Analyze workflow bottlenecks and opportunities to simplify processes.
- Evaluate improvement priorities using customer and performance data.
- Develop measurable service performance improvement plans.
- Examine leadership and employee engagement practices.
- Integrate customer feedback into service improvement.
- Establish practices for sustained customer service excellence.

Final Insights & Key Takeaways

Customer service excellence integrates customer expectations, service quality, and operational performance. Data and continuous improvement strengthen satisfaction, efficiency, and consistency.