MERCURY

Strategic Experience and Service Excellence Course

18 – 22 April 2027
Istanbul (Turkey)



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Strategic Experience and Service Excellence Course

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Introduction

The Strategic Experience and Service Excellence course helps participants understand how exceptional service becomes a long-term business advantage. It explores the relationship between customer experience, service quality, organizational culture, and strategic performance. It explains how service excellence is not only a frontline behavior, but also a structured management approach that shapes loyalty, trust, and reputation. Participants will study how customer expectations evolve across touchpoints, channels, and service environments. The program focuses on how service standards, communication, and recovery practices influence satisfaction and retention. Learners will connect experience management with practical excellence in daily service delivery.

Targeted Groups

This Strategic Experience and Service Excellence training targets professionals seeking knowledge and skills:

- Customer service officers.
- Service quality supervisors.
- Experience management staff.
- Frontline team leaders.
- Hospitality and guest relations professionals.
- Call center and support teams.
- Operations and training staff.
- Quality and excellence specialists.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Experience and Service Excellence course:

- Define service excellence and its role in strategic experience management.
- Explain how customer expectations shape service standards and loyalty.
- Apply service strategy concepts across the customer journey.
- Identify key factors that influence customer satisfaction and retention.
- Analyze service gaps and response failures with a structured approach.
- Design practical improvements for better service consistency and quality.
- Strengthen communication, empathy, and professional conduct in service delivery.
- Build a culture of excellence, accountability, and continuous improvement.

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Targeted Competencies

Participants will gain the following competencies during the Strategic Experience and Service Excellence program:

- Customer experience analysis.
- Service strategy interpretation.
- Service quality monitoring.
- Professional communication.
- Complaint handling and service recovery.
- Customer loyalty development.
- Team alignment for excellence.
- Continuous improvement awareness.

Studying Scenarios

In this Strategic Experience and Service Excellence training, participants develop skills through the following scenarios:

- A dissatisfied customer needs a calm and effective response.
- Service process creates delays across multiple touchpoints.
- The team must improve customer satisfaction scores.
- The complaint requires recovery without losing trust.
- Making a change in the service culture across all departments.

Course Content

Unit 1: Foundations of Strategic Experience and Service Excellence

- Understand the meaning of strategic experience and service excellence as a business discipline.
- Distinguish between customer service, customer experience, and service quality.
- Explore why service excellence supports reputation, trust, and long-term growth.
- Identify the expectations that shape modern service behavior and client loyalty.
- Recognize how values, standards, and consistency create a service-first culture.
- Examine how experience management influences performance across every customer touchpoint.

Unit 2: Customer Journey, Expectations, and Service Design

- Map the customer journey from first contact to post-service follow-up.
- Identify moments of truth that strongly influence service perception.
- Analyze how expectations differ across industries, channels, and customer groups.
- Learn how service design supports clarity, speed, comfort, and convenience.
- Connect service standards with real customer needs and emotional expectations.
- Understand how proactive service reduces friction and strengthens customer confidence.

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Unit 3: Communication, Empathy, and Frontline Service Behavior

- Develop communication habits that show respect, clarity, and professionalism.
- Use empathy to understand concerns before responding to customer needs.
- Apply active listening to reduce confusion and build trust.
- Handle difficult conversations with calm language and steady service control.
- Maintain consistency in tone, behavior, and response across service situations.
- Strengthen frontline service behavior through discipline, awareness, and personal accountability.

Unit 4: Complaint Handling, Service Recovery, and Loyalty

- Identify the main causes of customer complaints and service breakdowns.
- Use structured complaint handling to resolve issues promptly and fairly.
- Turn service failures into recovery opportunities that rebuild confidence.
- Understand how apology, ownership, and follow-through support customer retention.
- Apply service recovery methods that protect the relationship after failure.
- Link complaint analysis to improvements in service quality and customer loyalty.

Unit 5: Service Culture, Performance, and Continuous Improvement

- Build a service culture that supports excellence across departments and teams.
- Align leadership behavior with service expectations and organizational values.
- Measure service performance through feedback, consistency, and customer satisfaction indicators.
- Use review cycles to identify strengths, gaps, and priorities for improvement.
- Connect employee engagement with better service delivery and stronger experiences.
- Promote continuous improvement as a daily habit within strategic service management.
- Reinforce service excellence through coaching, standards, and operational discipline.
- Translate experience insights into actions that improve long-term organizational success.

Final Insights & Key Takeaways

Strategic Experience and Service Excellence transform service from a routine task into a strategic capability that builds trust, loyalty, and competitive advantage. When organizations align service culture, customer experience, and consistent standards, they create lasting value in every interaction.