MERCURY

Customer Service Excellence Training Program

7 – 11 December 2026
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 5003_255873 **Date:** 7 – 11 December 2026 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Customer-focused organizations know that delivering excellence in customer service occurs spontaneously only. It is the result of integrating critical factors that set the organization apart from competitors and help win and retain profitable customers while attracting and retaining top talent. Participants in this customer service excellence program will develop an understanding of the fundamental practices and skills necessary to deliver consistently exceptional customer service experiences.

This comprehensive customer service excellence Training Program is designed for those seeking to elevate the customer service standards of their organization. It articulates the importance of customer service excellence in today's competitive environment. The customer service excellence course offers practical insights into creating an organization's service excellence culture.

Upon completion of this course, participants may be eligible to pursue a customer service excellence certification, validating their commitment to and understanding of the principles of service excellence training. This certification underscores the key to excellence in customer service and signifies the participant's readiness to contribute to a customer excellence program within their organization.

The customer service excellence program structure ensures that principles of service excellence are understood and practically implemented, leading to what service excellence means becoming an integral part of the organizational ethos.

What is Customer Service Excellence?

Customer service excellence is a critical differentiator in the business landscape. It's about consistently delivering service that surpasses customer expectations and enhances their loyalty to your brand.

This customer service excellence course delves into the components of service excellence and how it can become the cornerstone of your competitive strategy.

Targeted Groups:

- Customer Service Representatives.
- Field Service Representatives.
- Account Managers.
- Credit and Billing Specialists.
- Managers who desire customer service excellence training to enhance their skills and train their staff.

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Course Objectives:

Participants of this customer service excellence course will be equipped to:

- Elevate service delivery standards, leading to increased customer satisfaction and profits.
- Cultivate a customer-focused culture within the organization.
- Guide customer service performance and professionalism.
- Enhance business operations and customer experiences.
- Deliver faster, superior service, improving customer satisfaction.
- Attract, train, and motivate personnel effectively.
- Establish and enhance internal service standards.
- Evaluate internal and external skills-based development programs.

Targeted Competencies:

At the end of this customer service excellence course, the target competencies will be able to equipped to:

- Customer orientation.
- Self-confidence.
- Personal accountability.
- Ability to persuade others.
- Empathic outlook.
- Emotional control.

Course Content:

Unit 1: The Business Case for Customer Service Excellence:

- The relevance of excellence in customer service as a critical corporate issue.
- Comprehending customer expectations.
- Competitive benchmarking for success.
- Adapting to evolving customer expectations.
- Evaluating your organization's culture for a customer service focus.
- Establishing foundational elements for a customer-centric culture.
- Overcoming barriers to achieving customer service excellence.

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Unit 2: Improving Customer Service Standards:

- Demonstrating commitment to providing customer service excellence.
- Addressing customer service challenges effectively.
- Utilizing the six hats approach for problem-solving.
- Altering perceptual positions to understand customers better.
- Resolving complaints, disputes, and conflicts constructively.
- Emulating the best in customer service excellence.
- Enhancing customer relationships through rapport-building skills.

Unit 3: Creating a Culture of Service Excellence Through Continuous Learning:

- Conceptualizing a learning organization.
- Vision creation for continuous learning in service excellence.
- Implementing continuous learning for customer service improvement.
- Employing the Neurological levels model for change management.
- Leading by example and teaching behavioral excellence.
- Embracing feedback for personal and organizational growth.
- Promoting teamwork, cooperation, and collaboration.

Unit 4: Hiring For Attitude - Training For Skills:

- The importance of core values in excellent customer service delivery.
- Essential customer service qualities and competencies.
- The versatility of customer service skills.
- Keeping and motivating the best employees.
- Encouraging staff engagement in business objectives.
- The psychological contract and its influence on the workforce.
- Incentivizing performance through rewards.
- The pivotal role of team leaders in frontline employment.
- Addressing practical challenges in customer service excellence.

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Unit 5: Assessing Customer Service Training and Development Programs:

- Recognizing the significance of skills training for competitive businesses.
- Cultivating customer service excellence for global competitiveness.
- Selecting effective development or training programs.
- Addressing attitudes in learning environments.
- Evaluating the impact of customer service training on stakeholders.
- Utilizing coaching methods for customer excellence and retention.
- Sustaining positivity in the workplace.
- Action planning for continued learning and development.