MERCURY

TQM in Public Relations & Customer Service

29 November – 3 December 2026
Dubai (UAE)



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TQM in Public Relations & Customer Service

Ref: 15221_292530 **Date:** 29 November – 3 December 2026 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

Every institution or company strives to attract many customers and beneficiaries. This requires a clear understanding of the market, followed by developing products or services to meet those market requirements. The marketing stage is critical, and public relations are essential in presenting the product or service in the most favorable light.

This TQM in public relations and customer service program enhances the skills and capabilities of the Public Relations Manager. It offers a suite of training modules and concepts necessary to forge constructive relationships inside and outside the institution. These relationships are founded on scientific principles and consider the institution's standing among employees and the community.

Additionally, the program equips participants with practical communication skills and strategies, which are vital for building relationships and improving the institution's internal structure through formal or informal channels. Participants will also gain expertise in delivering introductory presentations and negotiating to build partnerships with relevant institutions.

Targeted Groups:

- Leadership and supervision position employees.
- Heads of administrative departments.
- Human resource department staff.
- All secretarial departments.
- Personnel in administrative, financial, and technical affairs, public relations management, and the public registry.
- Employees are preparing for future secretarial roles.
- Individuals seeking to develop their skills and experience through this course.

Course Objectives:

By the end of this TQM in public relations and customer service course, participants will be able to:

- Analyze the internal structure of the institution and plan to improve internal relations.
- Develop a communication and partnership strategy with relevant external authorities.
- Identify employee challenges and create individualized integration programs.
- Deliver persuasive presentations and engage in skillful dialogue to establish partnerships and cooperation.
- Prepare public relations staff to effectively fulfill their roles by building communication and influence strategies.

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Targeted Competencies:

Upon the end of this TQM in public relations and customer service training, participants' competencies will be able to:

- Public Relations Management.
- Communication and Impact Strategies.
- Receptionist Skills.
- Build a Solid Internal Network.
- Segmentation Strategy.
- Presentation of Commercial Offers.
- The Ability to Deal with Others and Motivate Them.

Enhancing Customer Service Quality Management:

Understanding the intertwined relationship between customer service quality management and public relations is essential for any organization that aspires to provide exceptional service. This program acknowledges the importance of public relations in customer service by integrating quality management principles into the fabric of customer interactions.

Through strategic planning and skill development, professionals can foster a quality management culture in customer service. This ensures that every customer interaction adheres to high standards and reflects well on the organization. This approach improves the immediate customer experience, strengthens the organization's reputation, and fosters long-term relationships.

The program's curriculum promotes TQM in customer service by equipping participants with the necessary tools to align public relations efforts with customer service excellence. It emphasizes the critical role of public relations customer service in the success of any business.

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Course Contents:

Unit 1: Public Relations Management:

- Public relations goals.
- The chain of relationships within organizations.
- Individual attitudes towards themselves and others.
- Foundations of building public relations.
- The art of media and the role of public relations.
- Public Relations with Competing Institutions.
- Public Relations Values.
- Monitoring and measuring interdependence and communication within the organization.
- Channels for broadcasting information.
- Mind map and information filters.
- Planning to build distinctive relationships for the organization.

Unit 2: Communication and Impact Strategies:

- The five dimensions of communication.
- Contact activation form.
- Administrative Communication Networks.
- Communication skills and information systems.
- Communication Obstacles.
- Abilities and hierarchy.
- Behavior, environment, and hierarchy.
- Harmony Cross Match.

Unit 3: Receptionist Skills:

- Auditory communication skills the art of listening.
- Telephone interpersonal skills.
- Plan to call.

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Unit 4: Building a Solid Internal Network:

- Formal and informal relationships.
- Hot Group HG.
- The relationship between bosses and employees.
- Build opinion polls on job satisfaction.
- Prepare new employees to integrate into the work environment.
- Conflict of interest between individuals and the institution how to compose and compose.

Unit 5: Segmentation Strategy:

- Public.
- Detail.
- Analog.

Unit 6: Presentation of Commercial Offers:

- Design interesting presentations.
- Influential speech elements.
- Dealing with different types of audiences.
- Motion display techniques.
- Voice Activation Techniques as an Influence Tool.
- Modern display techniques.
- Contract with related institutions.
- Starring role.
- Manage dialogue and discussion.

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Unit 7: The Ability to Deal with Others and Motivate Them:

- Deal with embarrassing situations.
- Abilities in the art of dealing with others.
- Recognize the distant utilitarian goal of negative behavior.
- Analysis of human motivations.
- Organizations as a social system.
- Needs as drivers of behavior.
- Psychological and non-psychological motivation.
- Autonomous control and external control.
- Self-leadership model.