



Emotional Intelligence and Customer Experience Course

19 - 20 May 2025
Barcelona (Spain)



Emotional Intelligence and Customer Experience Course

Ref.: 15519_313110 **Date:** 19 - 20 May 2025 **Location:** Barcelona (Spain) **Fees:** 4900 Euro

Introduction:

In light of recent economic developments and increasing competition, companies are striving 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 is generating new competitive pressures.

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 course, the participants will be able to:

- 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:

- 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.

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 the customer and listening to their complaints accurately.
- Applying best practices and behavioral rules for dealing with customer complaints.
- Reading others' 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.

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.
- Reality of marketing operations and their impact in terms of profit and loss related to company customer service.



**Registration form on the :
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