

## CUSTOMER SERVICE EXCELLENCE & CRM STRATEGIES

*“Delivering Outstanding Experiences and Building Lasting Customer Relationships”*

### Schedule

| Date             | Venue        | Fees (Face-to-Face)   |
|------------------|--------------|-----------------------|
| 21 - 25 Jun 2026 | Cairo, Egypt | USD 3495 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In today’s competitive and customer-driven environment, delivering exceptional service is not a luxury—it’s a necessity. Organizations must go beyond satisfaction to delight customers, retain loyalty, and transform experiences into long-term value.

This course blends best practices in customer service with modern CRM (Customer Relationship Management) strategies. Participants will learn how to optimize the customer journey, manage service interactions across channels, handle complaints effectively, and implement CRM tools to enhance personalization, engagement, and retention.

### Objectives

By the end of this course, participants will be able to:

- Deliver consistent, high-quality service across all customer touchpoints
- Use proven frameworks to manage and exceed customer expectations
- Handle complaints, feedback, and difficult situations with professionalism
- Develop and implement CRM strategies aligned with customer needs
- Measure service performance and drive continuous improvement

## Why Attend

- Upgrade your customer service skills with internationally recognized techniques
- Explore digital tools that support customer profiling and journey management
- Learn to turn complaints into opportunities for relationship building
- Enhance brand loyalty through emotional intelligence and communication
- Apply CRM to personalize experiences and increase lifetime value

## Target Audience

This program is designed for:

- Customer service and support professionals
- Call center team leaders and agents
- CRM managers and marketing professionals
- Service quality and customer experience teams
- Sales and relationship managers across sectors

## Individual Benefits

Key competencies that will be developed include:

- Customer communication, empathy, and listening skills
- Service recovery and complaint handling techniques
- CRM usage for segmentation and targeting
- Performance metrics and service quality control
- Customer journey mapping and touchpoint management

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer retention and loyalty
- Stronger customer experience management capability
- Alignment between service delivery and CRM initiatives
- Enhanced reputation and brand image through consistent service
- Data-driven decision-making for customer satisfaction and growth

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Global service trends, CRM systems, and engagement models
- Case Studies - Real-life success and failure stories in customer experience
- Workshops - Role-playing, journey mapping, and CRM strategy design
- Peer Exchange - Insights and service techniques across industries
- Tools - CRM templates, service quality dashboards, escalation models

## Course Outline

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

### Day 1: Customer Service Fundamentals

- Module 1: Defining Service Excellence (07:30 - 09:30) • Customer expectations, satisfaction vs loyalty
- Module 2: Key Principles of Effective Service Delivery (09:45 - 11:15) • Empathy, professionalism, ownership, consistency
- Module 3: Service Culture and Brand Experience (11:30 - 01:00) • Touchpoint management, moments of truth
- Module 4: Workshop - Customer Journey Mapping (02:00 - 03:30) • Visualize the customer lifecycle across departments

### Day 2: Communication and Complaint Handling

- Module 5: Effective Customer Communication (07:30 - 09:30) • Tone, active listening, body language, clarity
- Module 6: Handling Complaints and Difficult Customers (09:45 - 11:15) • Service recovery steps, de-escalation techniques
- Module 7: Feedback Collection and Analysis (11:30 - 01:00) • Voice of the customer, surveys, Net Promoter Score
- Module 8: Workshop - Service Recovery Role-Play (02:00 - 03:30) • Practice complaint scenarios and resolution skills

### Day 3: CRM Foundations and Strategy

- Module 9: CRM Principles and Platforms (07:30 - 09:30) • Functions of CRM, types (operational, analytical, collaborative)
- Module 10: Data Collection and Customer Segmentation (09:45 - 11:15) • Behavioral, demographic, and value-based segmentation
- Module 11: Customer Engagement and Personalization (11:30 - 01:00) • Campaigns, touchpoint automation, targeted offers
- Module 12: Workshop - Build a CRM Strategy for a Business Case (02:00 - 03:30) • Map segmentation and messaging to the customer funnel

### Day 4: Digital Tools and Omni-Channel Service

- Module 13: CRM and Digital Transformation (07:30 - 09:30) • Social CRM, mobile apps, AI-enabled chatbots
- Module 14: Omni-Channel Experience Management (09:45 - 11:15) • Integration across email, call, web, WhatsApp, and more
- Module 15: CRM Metrics and KPIs (11:30 - 01:00) • Customer lifetime value (CLV), retention, conversion
- Module 16: Workshop - Analyze CRM Data for Insight (02:00 - 03:30) • Use CRM dashboards and case data to assess outcomes

### Day 5: Loyalty and Service Innovation

- Module 17: Building Loyalty and Advocacy (07:30 - 09:30) • Loyalty programs, referral engines, emotional connections
- Module 18: Designing the Future Customer Experience (09:45 - 11:15) • Trends: hyper-personalization, AI, self-service
- Module 19: Internal Alignment and Staff Empowerment (11:30 - 01:00) • Training, recognition, accountability in service culture
- Module 20: Final Workshop - Design a Service Excellence Plan (02:00 - 03:30) • Create a strategy for transforming service in your organization

## Certification

Participants will receive a Certificate of Completion in Customer Service Excellence & CRM Strategies, validating their proficiency in delivering world-class service experiences and managing CRM systems that drive customer loyalty and organizational growth.

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