



Driving Business Growth through Customer-Centric Excellence

21 - 25 Jul 2026
Casablanca



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Ref.: 36031_3440 **Date:** 21 - 25 Jul 2026 **Location:** Casablanca **Fees:** 4100 **Euro**

Customer Centricity & Customer Service Masterclass Overview:

Welcome to the Customer Centricity & Customer Service Masterclass, an intensive training program designed to enhance your customer service skills and cultivate a customer-focused mindset. This course is specifically tailored for individuals and teams seeking to excel in delivering exceptional customer experiences and drive customer satisfaction.

Throughout this masterclass, you will gain a deep understanding of what it means to have a customer service mindset and how it influences organizational success. We will explore the key principles of customer-centric organizations and provide you with advanced customer service skills necessary for achieving excellence in customer interactions.

Target Audience:

- Customer service representatives
- Frontline staff
- Team leaders and managers
- Sales professionals

Skills Gaps or Career Milestones:

- Developing a customer service mindset
- Enhancing customer service skills
- Managing customer satisfaction
- Creating a customer-focused organization

Targeted Organizational Departments:

- Customer service department
- Sales and marketing department
- Operations department
- Leadership and management teams



Targeted Industries:

- Retail and e-commerce
- Hospitality and tourism
- Financial services
- Healthcare
- Telecommunications

Course Offerings:

- Understanding and cultivating a customer service mindset
- Strategies for managing and improving customer satisfaction
- Advanced customer service skills and techniques
- Creating a customer-focused organization
- Performance reviews with a customer focus

Training Methodology:

The training methodologies employed in the Customer Centricity & Customer Service Masterclass ensure an engaging and effective learning experience. Participants will benefit from a variety of learning methods, including:

- Interactive sessions: Engaging discussions and activities to promote active participation and understanding.
- Case studies: Analyzing real-world scenarios to enhance problem-solving skills and critical thinking.
- Group work: Collaborative exercises to foster teamwork and shared learning.
- Feedback sessions: Constructive feedback from instructors and peers to facilitate growth and improvement.
- Practical exercises: Hands-on activities to apply learned concepts in simulated customer service situations.

Course Toolbox:

- Detailed workbooks
- Recommended reading materials
- Interactive online resources
- Case studies and real-life examples
- Templates and checklists

Course Agenda:



Day 1: Customer Service Mindset Development

- **Topic 1:** Understanding the Importance of a Customer Service Mindset
- **Topic 2:** Cultivating a Customer-Focused Organization
- **Topic 3:** Performance Reviews with a Customer Focus
- **Reflection & Review:** Consolidating the day's learnings and key takeaways

Day 2: Strategies for Managing Customer Satisfaction

- **Topic 1:** Implementing Customer-Centric Training Programs
- **Topic 2:** Techniques for Enhancing Customer Satisfaction
- **Topic 3:** Building a Customer-Focused Culture
- **Reflection & Review:** Reflecting on the day's learnings and reinforcing important concepts

Day 3: Advanced Customer Service Skills and Techniques

- **Topic 1:** Mastering Advanced Customer Service Skills
- **Topic 2:** Effective Communication for Customer Success
- **Topic 3:** Resolving Challenging Customer Situations
- **Reflection & Review:** Reviewing and reinforcing key learnings of the day

Day 4: Creating a Customer-Centric Organization

- **Topic 1:** Leveraging Technology for Enhanced Customer Service
- **Topic 2:** Designing Personalized Customer Experiences
- **Topic 3:** Strategies for Continuous Improvement of Customer Satisfaction
- **Reflection & Review:** Reflecting on the day's content and reviewing important insights

Day 5: Customer Service Masterclass

- **Topic 1:** Applying Customer Service Best Practices
- **Topic 2:** Empowering Employees for Exceptional Customer Service
- **Topic 3:** Creating a Customer-Centric Service Recovery Process
- **Reflection & Review:** Summarizing key learnings and concluding the masterclass



How This Course is Different from Other Customer Service Courses:

The Customer Centricity & Customer Service Masterclass stands out from other customer service courses in several unique ways:

1. **Comprehensive Focus:** This masterclass goes beyond basic customer service training by providing a comprehensive focus on developing a customer service mindset, advanced customer service skills, and strategies for managing and improving customer satisfaction. It covers a wide range of topics to ensure participants acquire a holistic understanding of customer-centric practices.
2. **Performance Reviews with a Customer Focus:** Unlike many courses, our masterclass specifically addresses the integration of customer focus into performance reviews. Participants will learn how to evaluate and reward customer-centric behaviors, aligning individual performance with the organization's customer service objectives.
3. **Customer-Focused Organizational Strategies:** This course dives deep into creating a customer-focused organization. Participants will gain insights into building a customer-centric culture, implementing training programs, leveraging technology, and designing personalized customer experiences. It equips participants with the knowledge and tools to transform their organizations into customer-focused powerhouses.
4. **Advanced Techniques and Skills:** The masterclass offers advanced customer service techniques that go beyond the basics. Participants will learn effective communication strategies, how to resolve challenging customer situations, and master advanced service skills that set them apart from the competition.
5. **Masterclass Format:** The Customer Centricity & Customer Service Masterclass takes a dynamic and immersive approach to learning. It incorporates interactive sessions, group work, case studies, and real-life examples to create an engaging and practical learning experience. Participants will receive feedback and guidance from experienced instructors, ensuring they can apply their learnings effectively.

In summary, this masterclass provides a comprehensive, advanced, and immersive learning experience, empowering participants to excel in customer service, lead customer-focused organizations, and deliver exceptional customer experiences.



Training Course Categories



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**Agile PM and Project
Management Training
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**Certified Courses By
International Bodies**



**Communication and
Public Relations
Training Courses**



**Data Analytics Training
and Data Science
Courses**



**Environment &
Sustainability Training
Courses**



**Governance, Risk and
Compliance Training
Courses**



**Human Resources
Training and
Development Courses**



**IT Security Training & IT
Training Courses**



**Leadership and
Management Training
Courses**



**Legal Training,
Procurement and
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**Maintenance Training
and Engineering
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Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Oil & Gas Training and Other Technical Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses



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WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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