



Call Center Customer Experience Delivery Training Course

15 – 19 March 2027
Casablanca

Call Center Customer Experience Delivery Training Course

Ref: 687_152481 **Date:** 15 - 19 March 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Call Center Customer Experience Delivery Training Course is a five-day practitioner course for call center agents, team leaders, quality analysts, workforce support specialists, and supervisors who leave with a Call Interaction Experience Improvement Plan. Participants map customer intent and journey moments, apply interaction standards and empathy, manage personalization boundaries, support first-contact resolution, coordinate handoffs and channel continuity, and use quality evidence and feedback. The course makes experience choices observable during service contacts. Agile Leaders Training Center presents call center customer experience as designed interaction practice.

Who Should Attend

- Professionals responsible for delivering customer interactions by phone
- Team leaders responsible for interaction consistency and coaching
- Quality analysts responsible for experience evidence and feedback
- Support specialists responsible for handoffs and resolution continuity
- Supervisors responsible for contact-center experience improvement

The course assumes participants already support customer contacts and leaves out general customer service, contact-center administration, complaint resolution, sales conversations, and enterprise customer experience strategy.

Departments and Industries

The course supports departments and industries where call center customer experience depends on consistent interactions and connected service journeys.

- Contact centers, customer care, and service operations
- Quality assurance, workforce support, and customer insight
- Banking, insurance, and telecommunications
- Healthcare, utilities, and public services
- Retail, travel, and digital services

Learning Objectives

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



- Analyze customer intent and call journey moments
- Apply interaction standards, empathy, and personalization boundaries
- Use first-contact resolution support and continuity tools
- Evaluate handoffs across assisted service channels
- Analyze quality evidence and customer feedback
- Build a call interaction experience improvement plan

Course Agenda

Day 1: Intent and Journey Moments

- Customer Intent Capture Card
- Call Journey Moment Map
- Experience Expectation Record
- Interaction Friction Scan
- Moment Priority Matrix

Day 2: Interaction Standards and Empathy

- Call Interaction Standard Sheet
- Empathy Response Pattern
- Customer Meaning Check
- Personalization Boundary Guide
- Experience Consistency Checklist

Day 3: Resolution and Continuity

- First-Contact Resolution Support Map
- Knowledge Use Decision Guide
- Handoff Readiness Checklist
- Channel Continuity Record
- Customer Effort Risk Review

Day 4: Quality Evidence and Feedback

- Interaction Experience Quality Scorecard
- Customer Feedback Capture Grid
- Experience Evidence Calibration Sheet
- Recurring Friction Signal Log
- Improvement Opportunity Ranking Board



Day 5: Interaction Experience Practice

- Exercise: Map Intent and Journey Moments
- Exercise: Apply Empathy and Personalization Boundaries
- Exercise: Prepare a Connected Handoff
- Exercise: Evaluate Quality Evidence and Feedback
- Capstone: Call Interaction Experience Improvement Plan

Practical Exercises

The course uses banking, healthcare, telecommunications, and retail contact scenarios to test experience decisions and continuity.

- Suggested activity: map customer intent, expectations, and friction across one inbound call.
- Suggested activity: rehearse an empathy response and select a suitable personalization boundary.
- Suggested activity: prepare a handoff that preserves context, ownership, and the next action.
- Suggested activity: compare quality evidence with feedback and rank one improvement opportunity.

FAQs

Who suits call center customer experience training, and what does it assume?

Professionals who deliver, coach, support, or evaluate call center interactions suit the training; it assumes experience with customer contacts but no specialist background in enterprise experience strategy.

How does call center customer experience differ from general customer service training?

Call center customer experience focuses on intent, journey moments, interaction standards, continuity, handoffs, first-contact resolution support, quality evidence, and feedback, while general customer service training covers broader service behaviors.

How can empathy improve call center customer experience?

Empathy improves call center customer experience when professionals acknowledge customer meaning, adapt language within defined boundaries, confirm understanding, and connect the response to the customer's intended outcome.

How do handoffs affect call center customer experience?

Handoffs affect experience through context retention, ownership clarity, waiting effort, channel continuity, and the accuracy of the next action communicated to the customer.



Which evidence helps improve call center customer experience?

Useful evidence includes interaction quality observations, first-contact resolution signals, repeated-contact patterns, customer feedback, friction records, handoff findings, and coaching notes interpreted together.

Conclusion

Participants leave with a Call Interaction Experience Improvement Plan containing intent maps, journey moments, interaction standards, empathy patterns, personalization boundaries, resolution-support tools, handoff records, quality evidence, feedback, and ranked actions. The plan makes experience delivery reviewable at interaction level. It helps teams improve consistency without expanding into enterprise strategy.