



Leading Customer Loyalty Through Service Behaviors Training Course

23 – 27 May 2027
Johannesburg

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Ref: 723_155189 **Date:** 23 – 27 May 2027 **Location:** Johannesburg **Fees:** 4500 Euro

Overview

Leading Customer Loyalty Through Service Behaviors Training Course is a five-day professional course for frontline service leaders who leave with a Customer Loyalty Leadership Playbook. Participants identify loyalty moments, translate service promises into observable behaviors, coach empathy and ownership, remove friction, recover service failures, recognize performance, and close feedback loops. The course solves inconsistent frontline execution through leader routines and behavior evidence. Agile Leaders Training Center develops practical customer loyalty leadership.

Who Should Attend

- Teams responsible for leading frontline customer-service performance
- Teams responsible for coaching contact-center and branch personnel
- Teams responsible for translating customer-experience promises into daily behaviors
- Teams responsible for service recovery and cross-functional friction removal
- Teams responsible for recognizing and sustaining customer-focused performance

The course assumes participants lead or influence frontline service teams and leaves out loyalty-program rewards, CRM configuration, survey governance, and general customer-service skills training.

Departments and Industries

The course supports departments and industries that depend on repeatable frontline service behaviors.

- Customer service, contact centers, and branch operations
- Customer experience, service quality, and operations leadership
- Retail, hospitality, and transportation services
- Healthcare, financial services, and utilities
- Technology, telecommunications, and professional services

Learning Objectives

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

- Analyze customer moments that influence loyalty
- Build observable service-behavior standards
- Apply coaching routines for empathy and ownership
- Diagnose service friction and escalation needs
- Use recovery and recognition practices consistently



- Evaluate feedback and prioritize team actions

Course Agenda

Day 1: Loyalty Moments and Leadership

- Customer Loyalty Moment Map
- Trust and Repeat-Choice Driver Canvas
- Frontline Leadership Responsibility Matrix
- Service Promise Translation Sheet
- Loyalty Behavior Baseline Checklist

Day 2: Observable Service Behaviors

- Empathy Behavior Indicator Guide
- Customer Ownership Action Standard
- Expectation Setting Conversation Pattern
- Friction Recognition Signal List
- Behavior Observation Evidence Log

Day 3: Coaching and Team Routines

- Brief Service Coaching Cycle
- Behavior-Specific Feedback Script
- Call and Interaction Review Template
- Team Huddle Loyalty Routine
- Leader Follow-Through Tracker

Day 4: Recovery, Feedback, and Recognition

- Service Failure Ownership Map
- Customer Recovery Decision Path
- Frontline and Systemic Feedback Loop
- Cross-Functional Friction Escalation Board
- Customer-Focused Recognition Criteria

Day 5: Customer Loyalty Leadership Practice

- Exercise: Map Loyalty Moments and Behaviors
- Exercise: Coach an Empathy and Ownership Gap
- Exercise: Run a Service Recovery Decision
- Exercise: Convert Feedback into Team Action
- Capstone: Customer Loyalty Leadership Playbook

Practical Exercises

The course uses suggested activities drawn from retail, healthcare, financial services, and transportation.

- Suggested activity: convert a broad service promise into behaviors that a leader can observe and coach.
- Suggested activity: review a frontline interaction and deliver behavior-specific feedback.
- Suggested activity: separate a recoverable frontline issue from a systemic friction point requiring escalation.
- Suggested activity: build a recognition and follow-through routine for one service team.

FAQs

Who suits leading customer loyalty through service behaviors training, and what does it assume?

Managers and team leaders who shape frontline service suit the training; it assumes responsibility for coaching, review, or operational improvement rather than only individual customer interactions.

How does customer loyalty leadership differ from customer loyalty program management?

Customer loyalty leadership develops frontline behaviors, coaching, recovery, recognition, and feedback routines; loyalty program management designs points, tiers, offers, rewards, and commercial program economics.

Which service behaviors can influence customer loyalty?

Observable behaviors include focused listening, accurate expectation setting, ownership of next steps, timely follow-through, low-effort handoffs, appropriate empathy, clear recovery, and reliable closure.

How should leaders coach service behaviors linked to customer loyalty?

Leaders should observe a specific interaction, describe evidence, connect behavior to the customer moment, ask for reflection, rehearse an alternative, agree one action, and follow up using the same criterion.

Conclusion

Participants take back a Customer Loyalty Leadership Playbook containing loyalty maps, behavior standards, coaching scripts, recovery paths, feedback loops, recognition criteria, and follow-through controls. It changes loyalty leadership from aspiration into observable team practice. The playbook supports consistent coaching and action without replacing customer measurement or loyalty-program management.