



Customer Service Delivery and Satisfaction Improvement Training Course

26 – 30 October 2026
Madrid

Customer Service Delivery and Satisfaction Improvement Training Course

Ref: 732_155836 **Date:** 26 – 30 October 2026 **Location:** Madrid **Fees:** 5700 Euro

Overview

Customer Service Delivery and Satisfaction Improvement Training Course is a five-day professional course for customer-service teams, service supervisors, contact-center staff, account-support teams, and customer-experience professionals who leave with a Customer Service Delivery and Satisfaction Improvement Toolkit. Participants set service standards, discover needs, manage difficult interactions, recover failures, gather feedback, measure satisfaction, and prioritize improvements. The course links each interaction to evidence and corrective action. Agile Leaders Training Center develops customer service delivery and satisfaction improvement.

Who Should Attend

- Teams responsible for answering customer requests across service channels
- Supervisors responsible for service consistency and escalation decisions
- Contact-center staff responsible for difficult interactions and resolution
- Account-support teams responsible for follow-up and relationship continuity
- Customer-experience professionals responsible for feedback and improvement evidence

The course assumes participants handle or supervise customer interactions and leaves out enterprise customer-experience strategy, sales negotiation, and specialist complaints-system auditing.

Departments and Industries

The course supports departments and industries where service interactions, satisfaction evidence, and corrective actions require shared operating controls.

- Customer service, contact centers, and account support
- Retail, banking, telecommunications, and utilities
- Healthcare reception and education services
- Technology support and professional services
- Quality, operations, and customer-experience teams

Learning Objectives

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



- Apply service standards to customer interactions
- Use needs-discovery and expectation-confirmation methods
- Diagnose difficult interactions and recovery options
- Build complaint and feedback follow-up controls
- Analyze satisfaction evidence and recurring service gaps
- Prioritize service improvement actions and ownership

Course Agenda

Day 1: Service Standards and Customer Needs

- Customer Service Promise Canvas
- Service Standard Definition Sheet
- Customer Needs Discovery Question Funnel
- Expectation Confirmation Statement
- Interaction Ownership Checklist

Day 2: Communication and Difficult Interactions

- Active Listening Evidence Log
- Channel Communication Adjustment Guide
- Emotion and Issue Separation Method
- Difficult Interaction De-escalation Sequence
- Boundary and Escalation Decision Map

Day 3: Complaints and Service Recovery

- Complaint Intake and Classification Record
- ISO 10002:2018 Complaint-Handling Process Map
- Service Recovery Authority Matrix
- Resolution and Follow-Up Checklist
- Repeat-Failure Root-Cause Review

Day 4: Satisfaction Evidence and Improvement

- Customer Feedback Collection Plan
- Satisfaction Measure Definition Card
- Survey Question Quality Checklist
- Feedback Theme Analysis Grid
- Service Improvement Priority Matrix



Day 5: Customer Service Improvement Practice

- Exercise: Apply a Service Standard to a Request
- Exercise: De-escalate a Difficult Interaction
- Exercise: Select and Document a Recovery Action
- Exercise: Analyze Satisfaction and Feedback Evidence
- Capstone: Customer Service Delivery and Satisfaction Improvement Toolkit

Practical Exercises

The course uses suggested activities from retail, financial services, healthcare reception, and technology support.

- Suggested activity: clarify a customer need, confirm expectations, and assign interaction ownership.
- Suggested activity: separate emotion from the service issue and apply a controlled de-escalation response.
- Suggested activity: classify a complaint, select an authorized recovery action, and record follow-up.
- Suggested activity: group feedback themes and prioritize an improvement with an owner and evidence measure.

FAQs

Who suits customer service delivery training, and what does it assume?

Customer-service teams, supervisors, contact-center staff, account-support teams, and customer-experience professionals suit the training; it assumes routine responsibility for customer interactions or their oversight.

How does customer service delivery training differ from customer-experience strategy training?

Customer service delivery training focuses on interaction standards, needs discovery, difficult cases, recovery, feedback, satisfaction evidence, and controlled improvement rather than enterprise journey strategy and experience governance.

How does customer service delivery improve customer satisfaction?

Customer service delivery improves satisfaction by setting clear standards, confirming needs and expectations, resolving issues within defined authority, completing follow-up, and using feedback evidence to correct recurring gaps.

What role does service recovery play in customer satisfaction improvement?

Service recovery restores control after a failure by clarifying facts and impact, selecting an authorized remedy, communicating the resolution, checking the outcome, and reviewing causes that could trigger recurrence.



Conclusion

Participants take back a Customer Service Delivery and Satisfaction Improvement Toolkit containing service standards, discovery questions, communication guides, recovery controls, feedback records, satisfaction measures, and improvement priorities. It changes disconnected interactions into a managed service cycle. The toolkit supports consistent decisions and evidence-based corrective action across channels and teams.