



# **Advanced Customer Service Revenue Growth Training Course**

12 – 16 July 2027  
Tbilisi



## Advanced Customer Service Revenue Growth Training Course

**Ref:** 1109\_181874 **Date:** 12 – 16 July 2027 **Location:** Tbilisi **Fees:** 5000 Euro

### Overview

Advanced Customer Service Revenue Growth Training Course is a one-week course for customer service leaders, contact center managers, account service teams, customer experience professionals and commercial operations managers, who leave with a Service Revenue Growth Playbook. Participants connect needs discovery, service recovery, customer retention, cross-selling, referrals, customer value analysis, coaching and performance governance while avoiding pressure selling. Agile Leaders Training Center develops customer service revenue growth capability.

### Who Should Attend

- Customer service teams responsible for resolving needs and sustaining relationships
- Contact center teams responsible for conversation quality and commercial contribution
- Account service teams responsible for retention, expansion and referral development
- Customer experience teams responsible for journeys, feedback and value outcomes
- Commercial operations teams responsible for measures, controls and performance reviews
- Team leaders responsible for coaching customer-facing conversations

The course assumes participants can manage customer interactions and interpret service measures, and it leaves out deceptive selling, product pricing and country-specific legal advice.

### Departments and Industries

The course supports departments and industries that combine service quality with responsible commercial contribution.



- Customer service, contact centers and customer experience
- Retail, hospitality and subscription services
- Banking, insurance and professional services
- Technology, telecommunications and digital platforms
- Commercial operations, account management and sales enablement

## **Learning Objectives**

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

- Analyze customer value, interaction intent and retention risk
- Apply needs-discovery and next-best-action methods
- Build service-recovery and referral development plays
- Evaluate cross-selling suitability and customer consent
- Use coaching scorecards for service-to-revenue conversations
- Prioritize actions through balanced performance dashboards



## **Course Agenda**

### **Day 1: Customer Value and Interaction Intent**

- Customer Value and Relationship Potential Matrix
- Interaction Intent and Service Context Map
- Customer Journey Revenue-Leakage Analysis
- Retention Risk and Churn-Signal Register
- Service-to-Revenue Governance Principles

### **Day 2: Needs Discovery and Suitable Offers**

- Consultative Needs-Discovery Question Funnel
- Customer Evidence and Opportunity Qualification Sheet
- Next-Best-Action Decision Tree
- Cross-Selling and Upselling Suitability Checklist
- Consent, Relevance and Expectation Control



### **Day 3: Recovery, Retention and Referrals**

- ISO 10002 Complaints-Handling Process Map
- Service Failure and Recovery Priority Matrix
- Customer Retention Intervention Playbook
- Referral Readiness and Request Framework
- Post-Service Follow-Up Journey Design

### **Day 4: Coaching and Performance Governance**

- Service-to-Revenue Conversation Scorecard
- Call and Interaction Quality Calibration Method
- Coaching Observation and Feedback Record
- Customer Outcome and Commercial Contribution Dashboard
- Performance Review and Corrective-Action Routine

### **Day 5: Service Revenue Growth Practice**

- Exercise: Diagnose Interaction Intent and Retention Risk
- Exercise: Select a Suitable Next-Best Action
- Exercise: Recover a Service Failure and Protect Value
- Exercise: Coach a Service-to-Revenue Conversation
- Capstone Exercise: Service Revenue Growth Playbook

## Practical Exercises

The course uses suggested activities to turn service evidence into customer-centered commercial decisions.

- Suggested activity: map an interaction from customer intent to an appropriate next action
- Suggested activity: redesign a failed service response to protect retention
- Suggested activity: calibrate conversation quality against a coaching scorecard
- Suggested activity: present balanced customer and commercial performance actions

## FAQs

### **Who suits advanced customer service revenue growth training, and what does it assume?**

Customer service leaders, contact center managers, account teams, customer experience professionals and commercial operations managers suit the training. It assumes experience with customer interactions and service measures.

### **How does customer service revenue growth training differ from general sales training?**

Customer service revenue growth training starts with existing customer needs, service outcomes, retention and suitability; general sales training often starts with prospecting, pipeline development and closing.

### **How can customer service contribute to revenue without pressure selling?**

Customer service can contribute through accurate needs discovery, relevant options, informed consent, dependable recovery, retention, referrals and follow-up that respects the customer's purpose.

### **How should service recovery support customer retention?**

Service recovery should acknowledge the issue, investigate evidence, provide a suitable resolution, communicate clearly, confirm satisfaction and use the learning to prevent recurrence.

### **Which measures balance customer service and revenue growth?**

Balanced measures include resolution quality, retention, repeat contact, referral readiness, suitable-offer acceptance, complaint recurrence, customer feedback and commercial contribution.



## Conclusion

Participants take back a Service Revenue Growth Playbook containing value maps, discovery tools, recovery plays, referral methods, coaching records and a balanced dashboard. The playbook makes customer suitability and commercial contribution visible together. It supports consistent service decisions, team coaching and performance governance without encouraging pressure selling.