



Advanced Customer Service Revenue Growth Training Course

3 – 7 January 2027
Johannesburg



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Ref: 1109_181895 **Date:** 3 – 7 January 2027 **Location:** Johannesburg **Fees:** 4500 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.