



Advanced Healthcare Customer Care Excellence Training Course

4 – 8 October 2027
Casablanca

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Ref: 1451_207063 **Date:** 4 – 8 October 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Advanced Healthcare Customer Care Excellence Training Course is a one-week applied programme for healthcare customer-care managers, patient-experience leaders, front-office supervisors, contact-centre leaders, service-quality professionals, and healthcare administrators. Participants build a Healthcare Customer Care Excellence Playbook covering service promises, access journeys, inclusive communication, expectation setting, difficult interactions, patient complaints management, healthcare service recovery, frontline coaching, and patient-experience measurement. Agile Leaders Training Center presents customer care as a disciplined non-clinical service system that supports respectful, timely, equitable, and people-centred healthcare.

Who Should Attend

- Healthcare customer-care and patient-experience managers
- Front-office, reception, access, and contact-centre supervisors
- Service-quality, complaints, and relations professionals
- Healthcare administrators responsible for non-clinical service delivery
- Team leaders who coach staff across patient-facing touchpoints

The course assumes experience in healthcare service operations, administration, quality, or patient-facing support. It does not teach diagnosis, treatment, clinical advice, or resolution of clinical complaints without the authorized clinical route.

Departments and Industries

The course serves organizations that coordinate non-clinical patient and family experiences across physical, telephone, and digital channels.

- Hospitals, clinics, and diagnostic services
- Primary, community, rehabilitation, and long-term care
- Patient access, reception, call-centre, and scheduling functions
- Patient experience, service quality, complaints, and relations teams
- Healthcare networks, insurers, and support-service providers

Learning Objectives

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



- Define measurable healthcare customer care excellence standards
- Map access and communication touchpoints across the patient journey
- Use inclusive, empathetic, and clear healthcare communication skills
- Structure difficult interactions and patient complaints management
- Lead proportionate healthcare service recovery after service failures
- Coach frontline teams and use experience evidence for improvement

Course Agenda

Day 1: Healthcare Customer-Care Operating Standards

- Healthcare Customer-Care Purpose and Boundary Map
- Patient and Family Service Promise
- Respect, Timeliness, Equity, and Privacy Standards
- Service Role and Clinical Escalation Boundary Matrix
- Observable Customer-Care Behaviour Checklist

Day 2: Access Journeys and Communication Touchpoints

- Patient Journey Improvement Map
- Access, Scheduling, Arrival, and Navigation Review
- Expectation-Setting and Update Protocol
- Inclusive Communication and Accessibility Check
- Telephone, Digital, and Face-to-Face Channel Standards

Day 3: Empathy and Difficult Healthcare Interactions

- Listening, Acknowledgement, and Understanding Framework
- Plain-Language Explanation and Teach-Back Check
- Emotion, Distress, and Behaviour Response Guide
- De-escalation, Boundary, and Safety Decision Path
- Handover and Escalation Communication Record

Day 4: Complaints and Service Recovery

- Patient Complaints Management Triage
- Service Failure Fact and Impact Record
- Healthcare Service Recovery Conversation Model
- Resolution, Ownership, and Follow-Up Plan
- Complaint Themes and Recovery Learning Review



Day 5: Coaching, Measurement, and Improvement

- Frontline Customer-Service Coaching Routine
- Observation, Feedback, and Calibration Practice
- Patient-Experience Measurement Dashboard
- Experience Evidence to Improvement Action Cycle
- Capstone: Healthcare Customer Care Excellence Playbook

Practical Exercises

The course uses non-clinical scenarios from access, reception, scheduling, contact centres, diagnostic journeys, outpatient services, and discharge support.

- Suggested activity: map a fragmented journey and define service standards for critical touchpoints.
- Suggested activity: conduct an empathetic conversation with clear expectations, boundaries, and escalation.
- Suggested activity: triage a complaint, plan service recovery, and record ownership and follow-up.
- Suggested activity: coach a frontline team member and convert experience evidence into an improvement test.

FAQs

Who should attend healthcare customer care excellence training?

It suits customer-care and patient-experience managers, access and front-office supervisors, contact-centre leaders, service-quality teams, complaints professionals, and healthcare administrators.

How is customer care different from clinical care?

Customer care manages service access, communication, coordination, expectations, navigation, complaints, and recovery. Diagnosis, treatment, clinical decisions, and clinical complaints remain with authorized professionals and routes.

What does healthcare service recovery include?

Participants learn to acknowledge the experience, establish facts and impact, clarify what can be resolved, assign ownership, communicate next steps, follow up, and convert recurring failures into improvement work.

How does the course address difficult behaviour?

It combines empathy and clear communication with professional boundaries, safety checks, proportionate de-escalation, documentation, and escalation through organizational procedures.



What practical outputs will participants complete?

Outputs include a service promise, behaviour checklist, journey map, channel standards, communication guide, complaint triage, recovery plan, coaching routine, measurement dashboard, and integrated playbook.