Customer Service Excellence Governance Training Course

20 – 24 September 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 676_223894 **Date:** 20 – 24 September 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Customer Service Excellence Governance Training Course is a one-week advanced course for customer service managers, team leaders, quality supervisors, and experienced service professionals who leave with a Service Excellence Governance Portfolio. Participants build customer expectation standards, apply service quality assurance, govern complex escalations, coach frontline performance, and establish a continuous improvement cadence. The course connects customer satisfaction measurement with complaint evidence and operational decisions. Agile Leaders Training Center presents service excellence governance as a measurable management discipline.

Who Should Attend

- Leaders responsible for service standards and customer outcomes
- Supervisors responsible for frontline coaching and performance reviews
- Quality professionals responsible for interaction evaluation and assurance controls
- Managers responsible for complaint escalation and service recovery decisions
- Improvement specialists responsible for recurring service failures and corrective action

The course assumes participants already oversee customer-facing work or service quality and leaves out introductory communication skills, call-center technology administration, and hospitality operations.

Departments and Industries

The course supports departments and industries that govern customer-facing performance across channels.

- Customer service, customer experience, and service quality
- Operations, complaints, relationship management, and process improvement
- Banking, insurance, telecommunications, and technology services
- Healthcare, education, utilities, and public services
- Retail, logistics, travel, and professional services

Learning Objectives

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

- Diagnose gaps between customer expectations and service delivery
- Build measurable service standards and ownership controls
- Apply quality assurance to customer interactions
- Analyze complaint patterns and prioritize recovery action
- Use coaching evidence to improve frontline performance
- Evaluate improvement cycles through satisfaction measures

Course Agenda

Day 1: Service Expectations and Standards

- Customer Expectation-to-Standard Matrix
- Service Promise Boundary Map
- Critical Interaction Requirement Register
- Service Standard Ownership Matrix
- Customer Outcome Definition Canvas

Day 2: Quality Diagnosis and Measurement

- Service Quality Dimension Scorecard
- Interaction Quality Evaluation Rubric
- Customer Satisfaction Measurement Plan
- Service Gap Root-Cause Map
- Quality Evidence Sampling Guide

Day 3: Complaints and Escalation Governance

- Complaint Intake and Classification Framework
- Complex Escalation Decision Matrix
- Service Recovery Authority Ladder
- Customer Resolution Communication Record
- Complaint Learning and Trend Log

Day 4: Coaching and Improvement Control

- Frontline Performance Coaching Canvas
- Quality Calibration Meeting Method
- Corrective Action Priority Grid
- Service Improvement Experiment Card
- Continuous Improvement Cadence Board

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Day 5: Service Governance Practice

- Exercise: Translate Expectations into Service Standards
- Exercise: Diagnose Quality and Satisfaction Evidence
- Exercise: Govern a Complex Complaint Escalation
- Exercise: Coach Performance and Prioritize Improvement
- Capstone: Service Excellence Governance Portfolio

Practical Exercises

The course uses linked service cases so participants can test governance decisions across sectors.

- Suggested activity: convert customer expectations into measurable standards, ownership, and evidence requirements.
- Suggested activity: score interactions, compare satisfaction evidence, and isolate a recurring service gap.
- Suggested activity: classify a complex complaint, assign escalation authority, and document a recovery decision.
- Suggested activity: conduct an evidence-based coaching conversation and assemble the Service Excellence Governance Portfolio.

FAQs

Who suits customer service excellence governance training and what does it assume?

Service leaders, team supervisors, quality professionals, and experienced practitioners suit the training when they already oversee customer-facing work, complaints, coaching, or performance evidence.

How does customer service excellence governance differ from basic customer service training?

Customer service excellence governance focuses on standards, ownership, assurance, escalation, coaching, and improvement controls, while basic customer service training concentrates on individual communication and interaction skills.

How are customer service standards made measurable?

Customer service standards become measurable when each expectation is converted into an observable requirement with an owner, evidence source, review method, and response threshold.

How does service quality assurance support coaching?

Service quality assurance supports coaching by applying a shared evaluation rubric, calibrating reviewers, identifying specific performance patterns, and connecting evidence to an agreed improvement action.

How should complex customer complaints inform improvement?

Complex complaints inform improvement when teams classify causes, record recovery decisions, aggregate recurring patterns, assign corrective action, and track whether customer and operational measures change.

Conclusion

Participants leave with a Service Excellence Governance Portfolio containing standards, scorecards, measurement plans, escalation controls, coaching tools, and an improvement cadence. The portfolio turns customer evidence into traceable management decisions. It helps teams align service promises, frontline behavior, recovery authority, and corrective action around measurable customer outcomes.