Customer Advocacy and Reputation Operations Training Course

16 – 20 November 2026
Addis Ababa

AGILE LEADERS
Training Center

Customer Advocacy and Reputation Operations Training Course

Ref: 700_223918 **Date:** 16 – 20 November 2026 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Customer Advocacy and Reputation Operations Training Course is a one-week intermediate course for customer experience, service, communications, reputation, and brand advocacy professionals who leave with a Customer Advocacy and Reputation Operations Plan. Participants connect verified customer experiences with voluntary advocacy, consent-based referrals, authentic testimonials, reputation listening, escalation, and recovery. The course uses practical journey, governance, measurement, and response tools across service and communications teams. Agile Leaders Training Center links customer advocacy and reputation operations with accountable daily practice.

Who Should Attend

- Customer experience teams responsible for journey quality and advocacy signals
- Service teams responsible for relationship recovery and customer follow-through
- Communications teams responsible for reputation monitoring and response coordination
- Brand teams responsible for advocate participation and testimonial governance
- Insights teams responsible for customer voice evidence and advocacy measurement

The course assumes participants already manage customer interactions or reputation signals at work and leaves out generic service skills, loyalty scheme design, media relations, crisis command, and paid influencer campaigns.

Departments and Industries

The course supports departments and industries where customer voice affects trust, referrals, and reputation decisions.

- Customer experience, customer service, communications, and marketing
- Banking, insurance, telecommunications, and technology services
- Healthcare services, education services, hospitality, and travel
- Retail, distribution, e-commerce, and consumer services
- Professional services, logistics, utilities, and public-facing operations

Learning Objectives

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

- Analyze customer advocacy readiness and reputation exposure
- Build an advocate journey and participation framework
- Apply consent and authenticity controls to customer stories
- Use customer voice evidence to prioritize advocacy opportunities
- Evaluate reputation signals and escalation thresholds
- Build a coordinated advocacy and reputation operations plan

Course Agenda

Day 1: Advocacy Context and Readiness

- Customer Advocacy Value Chain
- Advocacy Readiness Diagnostic
- Customer Trust Driver Map
- Reputation Exposure Register
- Advocacy Stakeholder Responsibility Matrix

Day 2: Advocate Journey and Participation

- Customer Advocate Journey Map
- Advocate Identification Criteria
- Participation Consent Decision Tree
- Referral and Testimonial Governance Checklist
- Advocate Engagement Cadence Canvas

Day 3: Customer Voice and Measurement

- Voice-of-Customer Evidence Funnel
- Advocacy Signal Classification Grid
- Recommendation Metric Interpretation Guide
- Qualitative Story Validation Method
- Advocacy Performance Scorecard

Day 4: Reputation Monitoring and Response

- Reputation Signal Monitoring Board
- Issue Severity and Escalation Matrix
- Customer Response Ownership Map
- Service Recovery Evidence Log
- Reputation Response Coordination Protocol

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Day 5: Advocacy and Reputation Operations Practice

- Exercise: Diagnose Advocacy Readiness
- Exercise: Build an Advocate Journey
- Exercise: Validate a Customer Story
- Exercise: Coordinate a Reputation Response
- Capstone: Customer Advocacy and Reputation Operations Plan

Practical Exercises

The course uses banking, technology, hospitality, and professional-services scenarios to connect customer evidence with advocacy and reputation decisions.

- Suggested activity: assess whether a positive customer experience is ready for voluntary advocacy.
- Suggested activity: design a consent trail for a referral, testimonial, or community contribution.
- Suggested activity: classify reputation signals and assign escalation ownership.
- Suggested activity: combine journey, evidence, governance, and response tools into an operating plan.

FAQs

Who suits customer advocacy and reputation operations training, and what does it assume?

Customer experience, service, communications, brand, and insights teams suit the training; it assumes participants already handle customer interactions, customer evidence, or reputation signals.

How does customer advocacy training differ from customer loyalty training?

Customer advocacy training governs voluntary referrals, testimonials, participation, and customer voice, while customer loyalty training usually focuses on retention, repeat behavior, benefits, and rewards.

How can customer advocacy protect reputation without manipulating reviews?

Customer advocacy protects reputation by using verified experiences, informed consent, authentic customer language, transparent participation rules, and clear separation between feedback resolution and requests for public support.

Which signals belong in customer advocacy measurement?

Customer advocacy measurement can combine recommendation intent, voluntary referrals, testimonial participation, community contribution, qualitative feedback, withdrawal rates, and the quality of follow-through.

When should a reputation signal be escalated?

A reputation signal should be escalated when its severity, reach, customer harm, recurrence, stakeholder sensitivity, or unresolved ownership exceeds the agreed operating threshold.

Conclusion

Participants leave with a Customer Advocacy and Reputation Operations Plan containing readiness findings, an advocate journey, consent controls, measurement logic, escalation rules, and response ownership. The plan turns scattered advocacy activity into traceable operating decisions. It also helps teams protect authentic customer voice while coordinating reputation action.