From Good To Great: Achieving Excellence In Customer Relationship Management

2 – 6 November 2026
Addis Ababa

AGILE LEADERS
Training Center

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From Good To Great: Achieving Excellence In Customer Relationship Management

Ref: 36087_224847 **Date:** 2 – 6 November 2026 **Location:** Addis Ababa **Fees:** 4500 Euro

Course Overview:

The course aimed at empowering professionals to deliver excellence in customer service. Our course provides comprehensive customer service training and focuses on the development of essential customer service skills. The importance of customer service training cannot be overstated. Our curriculum is designed with this understanding, emphasizing critical aspects such as professional customer service, quality customer service, and effective customer service strategy. Participants will learn why good customer service training is pivotal to business success and how to apply the best customer service skills in their daily interactions.

Target Audience:

- Customer service professionals
- Team leaders
- Managers and supervisors
- Individuals seeking to improve their professional customer service skills
- Individuals aiming to provide excellence in customer service

Targeted Organizational Departments:

- Customer Service
- Sales
- Marketing
- Human Resources
- Management

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Targeted Industries:

- Retail
- Hospitality
- Banking
- Healthcare
- Telecommunications

Course Offerings:

Upon completion of "Achieving Excellence in Customer Service", participants will:

- Have undergone quality customer service training
- Improved their listening skills in customer service
- Understood the important skills for customer service
- Learned effective customer service strategies

Training Methodology:

"Achieving Excellence in Customer Service" employs various methodologies, including case studies, group work, interactive sessions, and feedback sessions. We focus on training for customer service, with special emphasis on listening skills in customer service - an often overlooked but critical aspect. Our approach ensures professionals develop the best customer service skills and understand why customer service training is important.

Course Toolbox:

Participants will receive:

- Comprehensive workbooks
- Access to online resources
- A variety of templates and checklists designed to enhance their professional customer service abilities
- Unique tools that will serve as a constant resource for the pursuit of excellence in customer service

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Course Agenda:

Day 1: Introduction to Customer-Centric Culture

- Topic 1: Power Shift in the Business Landscape towards Customer Centricity
- Topic 2: Identifying and Addressing the Main Concerns of a Customer-Centric Organization
- Topic 3: Building a Robust Customer Centricity Model
- Topic 4: Introduction to Agile Service Concepts
- Topic 5: Developing a Customer Centric Thinking Approach
- Topic 6: Facilitating Client's Involvement in Decision Making
- Topic 7: Incorporating the Customer's Perspective into the Strategy Map

Day 2: Building A Customer Communication Strategy

- Topic 1: Developing Effective Communication Skills: The Basics
- Topic 2: The Art of Communication: Advanced Techniques
- Topic 3: Effective Listening: Understanding the Silent Language
- Topic 4: Communicating with Clients: Building Trust and Understanding
- Topic 5: Mastering Personal Persuasion Skills
- Topic 6: Drafting a Comprehensive Customer Communication Plan

Day 3: An Agile Customer Service Approach

- Topic 1: Delivering Agile Customer Service with Style
- Topic 2: Taking the Customer's Perspective: From Transactions to Interactions
- Topic 3: Paying Attention to the Details: Enhancing the Customer Experience
- Topic 4: Essential Etiquette for Agile Customer Service
- Topic 5: Understanding and Applying the Protocols of Customer Service

Day 4: Exposure to Quality Assurance and Quality Control

- Topic 1: The Customer Experience Blueprint: Building a Quality Service
- Topic 2: Poka Yoke and Mistake Preventions: Aiming for Zero Defects
- Topic 3: Quality Control and Workforce Compliance: A Two-Sided Approach
- Topic 4: Quality Improvement Cycle and Continuous Improvement: An Ongoing Journey
- Topic 5: Getting Acquainted with Key Performance Indicators: Measuring Success
- Topic 6: Conducting a Balanced Scorecard Training Session: From Theory to Practice
- Topic 7: Developing KPIs for the BSC Customer Perspective: A Strategic View
- Topic 8: Connecting the Customer Perspective to the Financial Perspective: Aligning Goals
- Topic 9: Conducting a Simple Customer Analysis: The First Step to Improvement

Day 5: Coaching and Developing the Customer Service Force

- Topic 1: Understanding the Concept of a Learning Organization: A Strategic Shift
- Topic 2: Steps to Create a Learning Organization: From Vision to Reality
- Topic 3: Exploring the Advantages of a Learning Organization: Why It Matters
- Topic 4: Mastering the Essentials of Coaching: Developing Your Team
- Topic 5: Using the Ask-Tell Matrix: Enhancing Communication and Learning
- Topic 6: Steps to Coach an Effective Customer Service Force: A Comprehensive Guide
- Topic 7: Brainstorming for a More Detailed Customer Experience: A Collaborative Approach
- Topic 8: Understanding the Customer Centric Approach: The Key to Success

How This Course is Different from Other Customer Service Courses:

"Achieving Excellence in Customer Relations" is unique because it focuses not just on the basics of customer service but on achieving excellence in every interaction. We understand the importance of good customer service training and ensure that each participant leaves the course equipped to deliver the best customer service skills. Our emphasis on listening skills in customer service sets us apart, as does our detailed focus on the importance of a well-crafted customer service strategy.