Customer Service and Customer Experience Improvement

Professional customer service skills and experience design for service excellence

Why Customer Service and Customer Experience Matter

Customer service and customer experience are critical drivers of success

Customer service and customer experience are critical drivers of organisational reputation, customer loyalty, and long-term performance. In service-driven environments, organisations are expected to deliver consistent, positive, and well-designed experiences across every interaction and channel.

Customers judge organisations by how they are treated, how issues are resolved, and how easy and positive the overall experience feels. Without the right skills and structured approaches, service delivery can become inconsistent and opportunities to build loyalty may be lost.

The Customer Service and Customer Experience Improvement Program equips participants with practical skills and tools to deliver high-quality service and improve customer experience across the organisation.

WHY CUSTOMER SERVICE AND CUSTOMER EXPERIENCE MATTER

- Customer service and customer experience directly shape organisational reputation, trust, and loyalty
- Consistent, well-designed experiences influence customer satisfaction and long-term relationships
- Poor service delivery leads to frustration, lost loyalty, and reputational risk
- Effective customer experience management improves retention, advocacy, and business performance

The Customer Service and Customer Experience Improvement Programme equips participants with the skills and approaches needed to deliver consistent, positive experiences across every interaction and channel.

PROGRAMME OVERVIEW

Customer Service and Customer Experience Improvement is a comprehensive professional training programme designed to develop service excellence at both the individual and organisational levels.

Participants learn how to deliver professional customer service, communicate effectively, resolve problems confidently, and manage challenging interactions.

The programme also introduces customer experience (CX) concepts, helping participants understand the customer journey, identify key touchpoints, and contribute to experience improvement initiatives.

The result:

Service professionals who not only handle customer interactions effectively, but also support continuous improvement in customer satisfaction, loyalty, and organisational reputation.

Service excellence is not a single interaction.

It is a carefully designed experience delivered consistently over time.

Accredited and **quality assured**

المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

What this programme Prepares **you to do**

This programme prepares participants to deliver high-quality customer service and actively contribute to improving customer experience across service environments.

Participants learn how to understand customer behaviour, apply structured problem-solving approaches, handle complaints professionally, and support the design of positive, memorable customer experiences.

PARTICIPANTS DEVELOP THE CAPABILITY TO

- Deliver professional and consistent customer service
- Understand customer needs, expectations, and behaviours
- Communicate effectively using verbal and non-verbal techniques
- Handle customer complaints and difficult situations confidently
- Apply structured approaches to problem-solving and decision-making
- Use persuasion and influence ethically in service interactions
- Improve customer satisfaction and loyalty
- Analyse and improve customer experience touchpoints
- Design and deliver positive, memorable customer experiences
- Contribute to service excellence and organisational reputation

OUTCOMES FOR PARTICIPANTS

By the end of the programme, participants will be able to:
- Deliver high-quality customer service across service channels
- Communicate professionally with different customer types
- Resolve customer issues efficiently and confidently
- Handle complaints and difficult interactions effectively
- Apply customer psychology to improve service outcomes
- Analyse and improve customer experience touchpoints
- Contribute to increased customer satisfaction, loyalty, and retention
- Represent their organisation professionally in service roles

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Programme structure and **delivery options**

Programme Duration	Delivery Format	Learning Approach	Flexible Delivery
160 learning hours (40 training days)	Online instructor-led training Subject Matter Expert	Practical and interactive sessions Real-world scenarios and guided discussions	Adaptable for organisational requirements and cohort-based delivery

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Instructor-led delivery

All training units are delivered by subject-matter experts with real-world customer service and customer experience experience, ensuring learning is practical, relevant, and immediately applicable.

HOW LEARNING
IS APPLIED

Participants apply customer service and customer experience concepts to realistic service scenarios where communication quality, emotional intelligence, and structured problem-solving are essential. Learning focuses on practical service interactions and experience improvement rather than theory alone.

PARTICIPANTS EXPLORE

- ✓ Customer service principles and professional standards
- ✓ Understanding customer behaviour and expectations
- ✓ Effective communication and relationship-building techniques
- ✓ Structured problem-solving and decision-making in service contexts
- ✓ Handling complaints, objections, and difficult situations
- ✓ Persuasion, influence, and negotiation in service interactions
- ✓ Customer journey mapping and experience touchpoints
- ✓ Identifying and implementing customer experience improvements

COURSE PREREQUISITES

No prior customer service training is required.

THIS PROGRAMME IS DESIGNED FOR

Customer service and contact centre staff

- Sales, marketing, and relationship management teams
- Customer experience (CX) officers and specialists
- Public relations and front-office staff
- Supervisors and team leaders in service environments
- Professionals who interact directly or indirectly with customers
- Employees working across service-based sectors

PROGRAMME DELIVERY

- Online instructor-led training
- Practical and interactive sessions
- Real-world scenarios and guided discussions

WHAT THIS TYPE OF TRAINING DELIVERS

Immediate Application
Apply customer service and CX improvement skills directly in service environments

Service Excellence
Deliver consistent, professional, and customer-focused interactions

Experience Improvement
Identify and improve customer touchpoints across the service journey

Customer Loyalty
Support satisfaction, trust, and long-term relationships

The result:
Stronger service capability. Better customer experiences.
And organisations that build loyalty and reputation through consistent, well-designed service excellence where it matters most.

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.

ASSESS
Understand the real operating world

DESIGN
Build training that fits the sector

DELIVER
Teach through Saudi SMEs and practitioners

SUSTAIN
Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.

- Immediate operational impact, because training is built around real sector challenges.

- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.

Register for the course through the QR code

maximus academy

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Training that fits your world