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COURSE BROCHURE

Customer Experience Leadership for Service Team Managers Course

12 – 16 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Customer Experience Leadership for Service Team Managers Course

Ref: 661_24634 **Date:** 12 – 16 April 2027 **Location:** Casablanca **Fees:** 4500 GBP

Customer Experience Leadership for Service Team Managers is a 1-week training course for line, branch and operations managers leading service teams, who leave with a Manager's CX Routine and Coaching Plan. Customers judge an organisation by the frontline moments that managers shape every shift, through how they coach, brief and empower their staff. Jupiter Prime Training offers this course on Customer Experience Leadership for Service Team Managers.

Why Customer Experience Leadership for Service Team Managers Matters Now

Three groups shape this subject today: customers who expect quick, consistent answers in every channel; frontline staff who need confidence and authority to resolve issues without waiting for approval; and senior leaders who expect experience scores to move. Teams whose managers coach daily and set clear recovery limits keep service steady, while teams managed only through targets see repeat contacts and escalations rise. The course draws on the Customer Satisfaction Score CSAT, Net Promoter Score NPS, Customer Effort Score CES, the GROW coaching model and ISO 10002 guidance on complaints handling.

Who Gains Most from Customer Experience Leadership for Service Team Managers

- Managers who lead frontline service staff through each shift and set daily priorities
- Branch leads responsible for walk-in customer experience and local service standards
- Operations leads who balance queues, staffing and service quality across shifts
- Supervisors who approve refunds, exceptions and escalated recovery decisions
- Team leads who report customer feedback and experience scores to senior management

Service units that send several managers from neighbouring shifts or branches gain most, because shared recovery limits stop customers getting different answers on each shift.

Customer Experience Leadership for Service Team Managers Capabilities

Participants practise the daily habits through which a manager turns experience goals into consistent frontline behaviour.

- Apply the GROW model in short service coaching conversations — frontline staff development
- Design a daily huddle format that links feedback to shift priorities — shift leads
- Specify empowerment limits for refunds, exceptions and goodwill gestures — frontline staff and finance
- Weigh service recovery options against customer impact and cost — escalated cases
- Build a team CX dashboard from CSAT, NPS, CES and operational indicators — senior management reporting

- Communicate customer stories that connect daily tasks to experience goals — team engagement

Key Customer Experience Leadership for Service Team Managers Terms

- Service coaching — short, regular conversations in which a manager helps a staff member improve a specific customer interaction.
- Daily huddle — a brief stand-up meeting at the start of a shift to share feedback, priorities and recognition.
- Frontline empowerment — authority given to staff to resolve customer issues within agreed limits without seeking approval.
- Service recovery — actions taken to put things right for a customer after a service failure.
- Team CX dashboard — a one-page view of customer feedback scores and operational indicators for one team.
- GROW model — a coaching structure of Goal, Reality, Options and Way forward used to guide improvement conversations.

Customer Experience Leadership for Service Team Managers Day by Day

Day 1: The Manager's Place in Customer Experience

- Manager Influence on Frontline Moments — Where Customers Feel Leadership
- Service Climate — How Daily Behaviour Shapes Customer Perception
- Customer Expectations Across Channels — Consistency Between Shifts
- Manager Role Models — Visible Standards on the Floor
- Sector Examples — Retail Bank Branches and Hospital Front Desks

Day 2: Coaching for Service

- GROW Model — Structuring Short Coaching Conversations
- Call and Counter Observation — Evidence for Coaching Feedback
- Feedback Phrasing — Specific, Timely and Behaviour-Based
- Coaching Log — Tracking Progress per Staff Member
- Recognition Practices — Reinforcing Customer-Focused Behaviour

Day 3: Huddles and Frontline Empowerment

- Daily Huddle Format — Five Minutes, Three Messages
- Customer Story Sharing — Linking Tasks to Experience Goals
- Empowerment Limits Matrix — Refunds, Exceptions and Goodwill Gestures
- Decision Rights Briefing — What Staff Can Resolve Alone
- Escalation Paths — When and How to Involve the Manager

Day 4: Recovery Decisions and Team CX Dashboards

- Service Recovery Options — Apology, Correction and Compensation
- ISO 10002 Principles — Fair Responses to Complaints
- Recovery Decision Grid — Customer Impact Against Cost
- Team CX Dashboard — CSAT, NPS, CES and Repeat Contacts
- Score Reviews With Staff — Turning Numbers Into Actions

Day 5: Practising the Manager's CX Routine and Coaching Plan

- Weekly Coaching Schedule — Applying Day 2 GROW Conversations
- Huddle Calendar — Day 3 Format Built Into Shifts
- Empowerment Limits Sheet — Day 3 Matrix Adapted to the Team
- Dashboard Review Rhythm — Day 4 Indicators and Owners
- Manager's CX Routine and Coaching Plan — Daily, Weekly and Monthly Actions

Applying Customer Experience Leadership for Service Team Managers After the Course

- Run a five-minute huddle at the start of each shift for four weeks, sharing one customer story and one priority drawn from the team CX dashboard.
- Hold a GROW coaching conversation with each team member within the month, recording agreed actions in the coaching log.

Customer Experience Leadership for Service Team Managers Questions FAQ

What is customer experience leadership for service team managers, and why does it matter now?

It is the set of daily habits through which managers shape how their teams treat customers. It matters now because customers expect consistent answers at every shift and in every channel.

Which roles gain most from customer experience leadership for service team managers training?

Line, branch and operations managers who lead service staff gain most. Supervisors who approve exceptions also benefit.

How does customer experience leadership for service team managers training differ from a frontline customer service skills course?

It focuses on what managers do to shape team behaviour rather than on how individual staff handle customers.

What do you bring back from customer experience leadership for service team managers training?

You bring back a working routine for your team. It includes a coaching schedule, a huddle calendar, an empowerment limits sheet and a dashboard review rhythm.

Customer Experience Leadership for Service Team Managers: The Way Forward

The Manager's CX Routine and Coaching Plan first informs how the manager spends the opening fifteen minutes of every shift. Managers and supervisors use it to keep coaching, huddles and dashboard reviews regular. After the first month, revisit the empowerment limits, because recovery decisions and customer feedback often show where staff can safely be given more authority.