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COURSE BROCHURE

# Advanced Customer Service Excellence and Service Recovery Course

6 – 17 December 2026
Dubai

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Registered in the United Kingdom and Saudi Arabia

# Advanced Customer Service Excellence and Service Recovery Course

**Ref:** 176_5106 **Date:** 6 – 17 December 2026 **Location:** Dubai **Fees:** 8000 GBP

Customer Service Excellence and Service Recovery is a 2-week training course for customer service managers, contact centre leaders and service team supervisors, who leave with a Service Excellence Improvement Plan for their own operation. Customers now switch providers after a single badly handled failure, so the way an organisation sets standards and recovers from mistakes shapes loyalty and cost. Jupiter Prime Training delivers Customer Service Excellence and Service Recovery for these leaders.

## Why Customer Service Excellence and Service Recovery Matters Now

Three forces shape frontline service today: customers who move between phone, chat, branch and social channels in one journey, rising expectations of a fix at the first contact, and frontline teams under pressure from turnover and repeat contacts. An organisation that recovers well from service failures keeps customers who would otherwise leave and turns complaints into process fixes; one that recovers badly pays twice, in lost loyalty and repeat handling. The course rests on ISO 10002 for complaints handling and on ISO 18295-1 and ISO 18295-2 for customer contact centres.

## Who Gains Most from Customer Service Excellence and Service Recovery

- Service managers who own customer promises, service standards and escalation routes
- Contact centre leaders responsible for first-contact resolution, queues and quality monitoring
- Branch and field service supervisors who coach frontline staff through difficult moments
- Complaint resolution leads who decide remedies, apologies and goodwill gestures
- Service quality specialists who run satisfaction surveys and turn findings into change

Service functions that send a contact centre leader and a branch or field supervisor together gain most, since one recovery standard can then be agreed across every channel.

## Customer Service Excellence and Service Recovery Capabilities

Participants practise turning a service promise into standards frontline staff can meet, and turning failures into recoveries customers remember for the right reasons.

- Design service standards and a customer charter tied to each touchpoint — heads of customer service
- Build a service blueprint that exposes fail points behind the frontline — process owners
- Apply a service recovery protocol with clear empowerment limits — frontline supervisors
- Calculate first-contact resolution, CSAT, NPS and customer effort score correctly — contact centre leaders
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Test coaching conversations that lift quality scores without scripting staff — team leaders
- Communicate a service excellence case with costs of failure and recovery — senior management

## Key Customer Service Excellence and Service Recovery Terms

- Service recovery — the actions taken after a service failure to restore the customer's confidence and fix the cause.
- Service recovery paradox — the effect where a well-recovered failure leaves a customer more loyal than before the problem.
- First-contact resolution FCR — the share of customer issues settled fully in the first interaction, with no repeat contact needed.
- Net Promoter Score NPS — a loyalty measure based on how likely customers are to recommend the organisation to others.
- Customer effort score CES — a measure of how easy customers found it to get an issue resolved.
- Service blueprint — a diagram linking customer actions, frontline steps and backstage processes that deliver each service moment.

## Customer Service Excellence and Service Recovery Day by Day

## Day 1: The Customer Promise in a Multichannel World

- Customer Expectation Mapping — What Customers Now Assume at Each Channel
- Moments of Truth Analysis — Which Interactions Decide Loyalty or Defection
- Cost of Poor Service Model — Sizing Lost Revenue and Repeat Handling
- Customer Promise Statement — Aligning Brand Claims With Frontline Reality
- Service Excellence Maturity Grid — Locating the Operation Before Change

## Day 2: Setting Service Standards That Hold

- Customer Charter Design — Public Promises That Frontline Staff Can Keep
- Measurable Service Standards — Response, Resolution and Courtesy Targets per Channel
- Service Level Agreements With Internal Teams — Backstage Support for Frontline Promises
- ISO 18295-1 Contact Centre Requirements — Benchmarking Centre Practices
- ISO 18295-2 Client Requirements — Specifying Outsourced Contact Centre Services

## Day 3: Service Blueprinting and Fail Points

- Service Blueprint Construction — Linking Customer, Frontline and Backstage Steps
- Fail Point Identification — Where Hand-Offs Break the Customer Experience
- Poka-Yoke for Services — Mistake-Proofing Forms, Calls and Counters
- Waiting Line Psychology — Shaping Perceived Waits in Queues and Callbacks
- Channel Hand-Off Rules — Keeping Context When Customers Switch Channels

## Day 4: First-Contact Resolution Practices

- FCR Measurement Methods — Choosing Survey, System or Callback Evidence
- Repeat Contact Analysis — Tracing Why Customers Call Back
- Knowledge Base Design — Answers Frontline Staff Can Find in Seconds
- Tiered Escalation Paths — When Issues Leave the First Agent
- Empowerment Limits Matrix — Remedies Staff Grant Without Approval

## Day 5: Service Recovery Design

- Service Recovery Paradox — When Recovery Builds Stronger Loyalty
- LAST Recovery Model — Listen, Apologise, Solve and Thank in Sequence
- Justice Theory of Recovery — Fair Outcome, Fair Process and Fair Treatment
- Remedy and Goodwill Guidelines — Proportionate Gestures for Each Failure Type
- Recovery Follow-Up Calls — Confirming the Fix and Rebuilding Confidence

## Day 6: Complaints as Improvement Intelligence

- ISO 10002 Complaints Handling Guidelines — Visibility, Accessibility and Responsiveness
- Complaint Categorisation Scheme — Coding Causes for Trend Analysis
- Root Cause Analysis With Five Whys — Removing Repeat Failure Sources
- Complaint Trend Reporting — Briefing Process Owners on Recurring Faults
- Closing the Loop With Complainants — Showing Customers What Changed

## Day 7: Difficult Conversations and Emotional Labour

- De-Escalation Techniques — Calming Angry Customers on Phone and Face to Face
- Assertive Boundary Setting — Handling Abuse While Protecting Staff
- Emotional Labour and Resilience — Sustaining Agents Through Hard Shifts
- Written Recovery Messages — Apology Letters, Emails and Chat Replies
- Social Media Complaint Response — Public Replies That Move Conversations Offline

## Day 8: Measuring Satisfaction and Loyalty

- CSAT Survey Design — Question Wording, Timing and Sample Bias
- NPS Calculation and Verbatim Coding — Reading Promoters and Detractors
- Customer Effort Score — Spotting Friction Behind Satisfied Ratings
- Quality Monitoring Scorecards — Calibrating Evaluators Across Teams
- Service Excellence Dashboard — Linking Leading and Lagging Indicators

## Day 9: Coaching Frontline Teams

- Call and Counter Observation — Evidence for Coaching Conversations
- GROW Coaching Model — Structuring Short Frontline Coaching Sessions
- Recognition Schemes for Service Behaviour — Reinforcing the Right Habits
- Peer Calibration Sessions — Shared Judgement of Good Service
- Service Culture Indicators — Signs Standards Have Become Habit

## Day 10: Practising the Service Excellence Improvement Plan

- Blueprint Fail Point Review — Selecting Priority Fixes From Day 3
- Recovery Protocol Rehearsal — Testing Day 5 Remedies on Live Cases
- Dashboard Target Setting — Applying Day 8 Measures to Baselines
- Coaching Calendar Design — Embedding Day 9 Methods Into Rosters
- Service Excellence Improvement Plan — Owners, Milestones and Measures Agreed

## Applying Customer Service Excellence and Service Recovery After the Course

- Map one high-volume customer journey as a service blueprint, mark its three costliest fail points and agree a fix and owner for each.
- Launch a written service recovery protocol with an empowerment limits matrix for frontline staff and track repeat contacts for one month.

## Customer Service Excellence and Service Recovery Questions FAQ

### What is customer service excellence and service recovery, and why does it matter now?

It is the discipline of setting service standards customers value and restoring confidence after failures. It matters now because customers move across channels, expect issues fixed at the first contact and leave quickly after a single poorly handled problem.

### Which roles gain most from customer service excellence and service recovery training?

Service managers, contact centre leaders and frontline supervisors gain most. Complaint resolution leads and service quality specialists also benefit, because they decide remedies and turn satisfaction findings into process changes across phone, branch, chat and field service.

### How does customer service excellence and service recovery differ from a basic customer service skills course?

It works at management level rather than on individual call skills. A skills course teaches agents polite handling; here you design standards, blueprints, recovery protocols, measures and coaching systems that make good service repeatable across a whole operation.

### What do you bring back from customer service excellence and service recovery training?

You bring back a plan for your own operation. It combines prioritised fail point fixes, a recovery protocol with empowerment limits, a satisfaction and loyalty dashboard and a coaching calendar, each with an owner and a milestone.

## Customer Service Excellence and Service Recovery: The Way Forward

The Service Excellence Improvement Plan first informs which fail points to fix in the coming quarter and which remedies frontline staff may grant without approval. Service managers, contact centre leaders and supervisors use it to brief teams and process owners. After its first use, revisit the empowerment limits and dashboard targets, since recovery data quickly shows where trust in frontline judgement can widen.