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COURSE BROCHURE

Advanced Customer Service and Public Relations Training Course

22 November – 3 December 2026
Dubai

Advanced Customer Service and Public Relations Training Course

Ref: 215_6581 **Date:** 22 November – 3 December 2026 **Location:** Dubai **Fees:** 8000 GBP

Customer Service and Public Relations is a 2-week training course for public relations officers, customer service leads and corporate communication staff, who leave with a Service Reputation Protection Plan for their organisation. A single unresolved complaint can now become a viral post or a news story within hours, so service decisions and public communication can no longer run separately. Jupiter Prime Training delivers Customer Service and Public Relations for these communicators.

Why Customer Service and Public Relations Matters Now

Three groups now shape service reputation together: customers who publish their experiences instantly, journalists and influencers who amplify the most dramatic cases, and regulators and partners who watch how complaints are resolved. Organisations whose service and communication teams act as one contain issues early and earn credit for transparent fixes; those that work in silos let a routine complaint turn into a public controversy. The course rests on ISO 10002 guidance for complaints handling, Situational Crisis Communication Theory SCCT for response choices and the paid, earned, shared and owned PESO media model.

Who Gains Most from Customer Service and Public Relations

- Public relations officers who manage media enquiries, statements and spokesperson briefings
- Customer service leads who handle complaints with reputational or public exposure
- Corporate communication staff who shape service messages across owned channels
- Social media managers who monitor conversations and reply in public threads
- Stakeholder liaison staff who keep partners, regulators and community groups informed

Organisations that send a PR officer and a customer service lead together gain most, because escalation triggers and message ownership can then be agreed across both functions.

Customer Service and Public Relations Capabilities

Participants practise spotting when a service issue carries reputational weight and responding with one coordinated voice across service and media channels.

- Assess complaints for reputational risk using severity, visibility and spread criteria — escalation panels
- Design an escalation route that hands public-facing cases from service teams to communications — PR leads
- Apply SCCT response strategies to service failures of differing responsibility — spokespersons
- Build holding statements and service messages for predictable incident types — communication teams
- Specify social listening alerts and response rules for public complaint threads — social media managers
- Communicate service changes to stakeholders after an issue is resolved — senior management

Key Customer Service and Public Relations Terms

- Service reputation — the public perception of how reliably and fairly an organisation treats its customers.
- Reputational escalation — moving a complaint to communication specialists once it shows signs of public or media exposure.
- Holding statement — a short, pre-approved message that acknowledges an issue while facts are still being confirmed.
- SCCT — a theory matching crisis responses to how much responsibility stakeholders attribute to the organisation.
- Social listening — monitoring public online conversations about an organisation to detect emerging service issues.
- PESO model — a planning model covering paid, earned, shared and owned media channels.

Customer Service and Public Relations Day by Day

Day 1: Where Service Meets Reputation

- Reputation Drivers Model — Service Reliability, Fairness and Responsiveness
- Stakeholder Mapping for Service Issues — Customers, Media, Regulators and Partners
- Amplification Pathways — How Private Complaints Become Public Stories
- Service and PR Interface Audit — Gaps Between Two Functions
- Reputation Risk Register — Recurring Service Issues With Public Exposure

Day 2: Reputation-Sensitive Complaint Handling

- ISO 10002 Complaints Principles — Visibility, Objectivity and Confidentiality
- Reputational Risk Scoring — Severity, Visibility and Spread Criteria
- Escalation Triggers — Media Contact, Influencer Posts and Legal Threats
- Case Ownership Handover — Service to Communications Protocol
- Resolution Letters for High-Profile Cases — Tone, Facts and Careful Promises

Day 3: Stakeholder Communication

- Stakeholder Salience Model — Power, Legitimacy and Urgency
- Message Matrix Design — Core Messages per Stakeholder Group
- Regulator and Ombudsman Liaison — Reporting Service Failures Proactively
- Partner and Supplier Briefings — Shared Issues and Joint Statements
- Employee Communication — Frontline Staff as Reputation Carriers

Day 4: Media Relations for Service Issues

- Media Enquiry Handling Protocol — Logging, Verifying and Responding
- Spokesperson Preparation — Key Messages, Bridging and Difficult Questions
- Press Statement Drafting — Facts, Empathy and Next Steps
- Interview Simulation — Broadcast and Print Formats
- Media Monitoring and Coverage Evaluation — Tone, Reach and Accuracy

Day 5: Social Media Response

- Social Listening Set-Up — Keywords, Alerts and Sentiment Thresholds
- Public Reply Frameworks — Acknowledge, Move Private, Resolve, Return
- Influencer Complaint Handling — Balancing Speed and Fairness
- Misinformation Correction — Responding Without Amplifying False Claims
- Platform Escalation Matrix — Who Replies, When and With What Authority

Day 6: Crisis Communication With Customers

- SCCT Response Strategies — Deny, Diminish, Rebuild and Bolster
- Holding Statement Library — Templates for Predictable Service Incidents
- Customer Notification Planning — Outages, Recalls and Data Incidents
- Crisis Communication Team Roles — Decision, Drafting and Approval Chains
- Dark Site and FAQ Preparation — Ready Content for Fast Activation

Day 7: Service Messaging and Brand Voice

- Service Promise Messaging — Aligning Claims With Delivered Experience
- Tone of Voice Guide for Service Teams — Consistency Across Channels
- Apology Language Design — Sincere Without Admitting Unproven Liability
- Service Change Announcements — Price, Policy and Channel Changes
- Plain Language Standards — Clear Letters, Emails and Scripts

Day 8: Rebuilding Reputation After Incidents

- Post-Incident Reputation Review — Sentiment, Coverage and Complaint Trends
- Corrective Action Storytelling — Showing What Changed and Why
- Customer Advocacy Recovery — Re-Engaging Affected Customers
- Third-Party Endorsement — Independent Voices Confirming Improvement
- Lessons Learned Reviews — Documenting Fixes Across Service and PR

Day 9: Integrated Channels and Measurement

- PESO Model Planning — Paid, Earned, Shared and Owned Channels
- Reputation Measurement Indicators — Sentiment, Share of Voice and Trust
- Complaint and Coverage Correlation — Linking Service Data to Media Data
- Sector Cases — Airline Disruption and Utility Outage Communication
- Reporting to Leadership — Monthly Service Reputation Dashboard

Day 10: Practising the Service Reputation Protection Plan

- Escalation Route Rehearsal — Applying Day 2 Triggers to Live Scenarios
- Holding Statement Testing — Day 6 Templates Under Time Pressure
- Media Interview Rehearsal — Day 4 Techniques With Peer Feedback
- Social Reply Simulation — Day 5 Frameworks on Mock Threads
- Service Reputation Protection Plan — Triggers, Roles, Messages and Measures

Applying Customer Service and Public Relations After the Course

- Agree reputational escalation triggers with the complaints team and run one tabletop exercise moving a case from service to communications.
- Draft three holding statements for the most likely service incidents and secure pre-approval from legal and senior management.

Customer Service and Public Relations Questions FAQ

What is customer service and public relations, and why does it matter now?

It is the joint management of how service issues are resolved and how they are communicated publicly. It matters now because complaints spread online within hours, journalists pick up dramatic cases quickly and stakeholders judge organisations by visible fixes.

Which roles gain most from customer service and public relations training?

Public relations officers, customer service leads and corporate communication staff gain most. Social media managers and stakeholder liaison staff also benefit, since they reply in public threads and keep partners and regulators informed during service incidents.

How does customer service and public relations differ from a general crisis management course?

It focuses on service failures and complaints rather than every type of organisational crisis. A crisis management course covers business continuity broadly; here you connect complaint escalation, media handling, social replies and service messaging into one reputation response.

What do you bring back from customer service and public relations training?

You bring back a reputation protection plan for service issues. It sets escalation triggers, role handovers between service and communications, holding statements, social reply rules and the measures leadership will see each month.

Customer Service and Public Relations: The Way Forward

The Service Reputation Protection Plan first informs which complaints move to communications specialists and who speaks for the organisation when they do. PR officers, service leads and communication staff use it to coordinate responses. After its first use, revisit the escalation triggers, since real incidents show which signals arrived too late and which created unnecessary alarm.