

CUSTOMER SERVICE AND AFTER-SALES EXCELLENCE

Start Date:	16/03/2026	End Date:	20/03/2026
Categories:	Sales & Customer Service	Venues:	Hamburg
Formats:	In Person	Instructors:	Roland Abi Najem

OVERVIEW

This course focuses on delivering superior customer service throughout the entire customer journey, including after-sales engagement. It trains participants to resolve issues professionally, build loyalty, and turn every interaction into a growth opportunity.

OBJECTIVES

By the end of this course, participants will be able to:

- Understand the customer lifecycle and after-sales value.
- Communicate with empathy, clarity, and professionalism.
- Handle complaints and recover trust after service breakdowns.
- Follow up with customers and exceed post-sale expectations.
- Turn service moments into relationship and sales opportunities.

COURSE OUTLINE

1- Service Excellence and Customer Loyalty 2- Communication and Emotional Intelligence 3- Handling Complaints and Objections 4- Proactive After-Sales Engagement 5- Customer Retention and Upsell Opportunities

TARGET AUDIENCE

Customer support agents, after-sales teams, account managers, and service coordinators.

METHODOLOGY

Service simulations, complaint resolution role plays, feedback tools, and case study reviews.

CONCLUSION

Participants will develop skills to turn every customer touchpoint into a chance to build long-term satisfaction and brand loyalty.

DAILY AGENDA

Day 1: Service as a Competitive Advantage

Redefine customer service and identify key drivers of satisfaction.

Day 2: Empathy and Communication Skills

Practice emotional intelligence and professional dialogue.

Day 3: Complaint Handling Frameworks

Resolve issues confidently and turn complaints into retention wins.

Day 4: After-Sales Best Practices

Follow up, educate, and support customers post-sale.

Day 5: Customer Loyalty and Lifetime Value

Build strategies for upselling and long-term relationship management.

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