

## CUSTOMER SERVICE AND AFTER-SALES EXCELLENCE

<b>Start Date:</b>	28/09/2026	<b>End Date:</b>	02/10/2026
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Hamburg
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### 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

All Supervisory Levels, 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.

*For more information, please contact us:*

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