



# التعزيز في رؤى العملاء وتحليل الأعمال بهمسار مزدوج للإتقان

## التوير في روى العملاء وتحليل الأعمال بمسار مزدوج للإتقان

الرجوع: 36357\_26502 التاريخ: 06 - 10 Jul 2026 الموقع: دبي - الرمسور: Road Zayed Sheikh Marriott by Inn Residence  
Euro 4500

### Course Overview:

The course is a complete course designed to develop skills in customer relationship management and business analysis. Participants will learn to foster a customer-centric culture, communicate effectively, and implement quality assurance methods to improve customer satisfaction. This course also provides in-depth training for the PMI-PBA, covering essential business analysis skills such as needs assessment, requirements elicitation, traceability, and solution evaluation.

### Target Audience:

- Customer Service Professionals
- Business Analysts
- Project Managers
- Team Leaders & Supervisors
- Sales and Marketing Professionals
- Aspiring Customer Service Leaders

### Targeted Organizational Departments:

- Customer Service
- Project Management Office PMO
- Business Analysis
- Sales and Marketing
- IT and Software Development
- Human Resources

### Targeted Industries:

- Retail
- IT and Software
- Finance and Banking
- Healthcare
- Telecommunications
- Hospitality

## Course Offerings:

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

- Develop a customer-centric organizational strategy.
- Master communication and customer engagement techniques.
- Apply agile methods in customer service.
- Conduct comprehensive needs assessments.
- Elicit and analyze requirements for business solutions.
- Implement quality assurance in customer service.

## Training Methodology:

The course uses varied learning approaches to ensure an engaging and practical experience. Participants will engage in case studies, group work, interactive discussions, and feedback sessions focused on customer service -excellence and business analysis. Real-world scenarios and simulations are used to apply key concepts in a hands on environment, and mock exams will be provided for PMI-PBA preparation. This multi-method training ensures that participants can apply their new skills directly in their roles.

## Course Toolbox:

Participants will receive:

- Comprehensive ebooks on customer service and business analysis
- Access to online resources for PMI-PBA preparation
- Templates, checklists, and agile tools for customer engagement

## Course Agenda:

### Day 1: Building a Customer-Centric Culture

- Importance of Customer-Centric Strategy Topic 1:
- The Shift Towards Customer-Centric Organizations Topic 2:
- Customer-Centric Model and Approach Topic 3:
- Agile Concepts in Customer Service Topic 4:
- Encouraging Customer Involvement in Decision-Making Topic 5:
- Incorporating Customer Feedback into Strategy Topic 6:
- Key takeaways on customer centricity Reflection & Review:

## Day 2: Developing Customer Communication and Engagement

- Foundations of Effective Communication Topic 1: •
- Advanced Communication Skills for Customer Service Topic 2: •
- The Art of Listening and Understanding Customer Needs Topic 3: •
- Building Trust and Loyalty through Communication Topic 4: •
- Techniques for Personal Persuasion and Influence Topic 5: •
- Crafting a Customer Communication Plan Topic 6: •
- Techniques and applications review Reflection & Review: •

## Day 3: Agile and Analytical Approaches in Service and Business Analysis

- Introduction to Agile Customer Service Topic 1: •
- Moving from Transactions to Interactions Topic 2: •
- Enhancing Customer Experience through Details Topic 3: •
- Business Analysis Planning and Agile Integration Topic 4: •
- Requirements Elicitation and Stakeholder Involvement Topic 5: •
- Customer Service Protocols and Standards Topic 6: •
- Agile and analytical concept review Reflection & Review: •

## Day 4: Quality Assurance, Control, and Business Analysis Techniques

- Quality Assurance in Customer Service Topic 1: •
- Applying Poka Yoke for Error Prevention Topic 2: •
- Business Analysis Traceability and Monitoring Topic 3: •
- Continuous Improvement and KPI Development Topic 4: •
- Balanced Scorecard for Customer and Financial Alignment Topic 5: •
- Conducting Basic Customer Analysis Topic 6: •
- Quality and performance review Reflection & Review: •

## Day 5: Solution Evaluation and Developing Customer Service Teams

- Understanding Solution Evaluation and Decision-Making Topic 1: •
- Coaching and Mentoring in Customer Service Topic 2: •
- Steps to Foster a Learning Organization Topic 3: •
- Conflict Resolution in Business Analysis Topic 4: •
- Building a Sustainable Customer-Centric Team Topic 5: •
- PMI-PBA Exam Prep and Final Review Topic 6: •
- Final reflections and ongoing application Reflection & Review: •

## How This Course is Different from Other Excellence in Customer Insights and Business Analysis Courses:

This course uniquely combines customer relationship management skills and business analysis expertise. Unlike other programs, this course not only covers strategies for creating a customer-centric culture. By focusing on both customer service and analytical skills, the course empowers participants to create meaningful customer experiences and make data-driven business decisions, making them valuable assets to their organizations.



**AGILE LEADERS**  
Training Center



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقة



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



شهر الشيخ - قطر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المهلكة الدرعية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

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