



# دورة قيادة نهو الأعمال من خلال التميز المرتكز على العملاء



**AGILE LEADERS**  
Training Center

09 - 13 Aug 2026  
كيب تاون



## دورة قيادة نهو الأعمال من خلال التميز المرتكز على العملاء

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### Customer Centricity & Customer Service Masterclass Overview:

Welcome to the Customer Centricity & Customer Service Masterclass, an intensive training program designed to enhance your customer service skills and cultivate a customer-focused mindset. This course is specifically tailored for individuals and teams seeking to excel in delivering exceptional customer experiences and drive customer satisfaction.

Throughout this masterclass, you will gain a deep understanding of what it means to have a customer service mindset and how it influences organizational success. We will explore the key principles of customer-centric organizations and provide you with advanced customer service skills necessary for achieving excellence in customer interactions.

### Target Audience:

- Customer service representatives
- Frontline staff
- Team leaders and managers
- Sales professionals

### Skills Gaps or Career Milestones:

- Developing a customer service mindset
- Enhancing customer service skills
- Managing customer satisfaction
- Creating a customer-focused organization

### Targeted Organizational Departments:

- Customer service department
- Sales and marketing department
- Operations department
- Leadership and management teams

## Targeted Industries:

- Retail and e-commerce
- Hospitality and tourism
- Financial services
- Healthcare
- Telecommunications

## Course Offerings:

- Understanding and cultivating a customer service mindset
- Strategies for managing and improving customer satisfaction
- Advanced customer service skills and techniques
- Creating a customer-focused organization
- Performance reviews with a customer focus

## Training Methodology:

The training methodologies employed in the Customer Centricity & Customer Service Masterclass ensure an engaging and effective learning experience. Participants will benefit from a variety of learning methods, including:

- Interactive sessions: Engaging discussions and activities to promote active participation and understanding.
- Case studies: Analyzing real-world scenarios to enhance problem-solving skills and critical thinking.
- Group work: Collaborative exercises to foster teamwork and shared learning.
- Feedback sessions: Constructive feedback from instructors and peers to facilitate growth and improvement.
- Practical exercises: Hands-on activities to apply learned concepts in simulated customer service situations.

## Course Toolbox:

- Detailed workbooks
- Recommended reading materials
- Interactive online resources
- Case studies and real-life examples
- Templates and checklists

## Course Agenda:

## Day 1: Customer Service Mindset Development

- Understanding the Importance of a Customer Service Mindset Topic 1: •
- Cultivating a Customer-Focused Organization Topic 2: •
- Performance Reviews with a Customer Focus Topic 3: •
- Consolidating the day's learnings and key takeaways Reflection & Review: •

## Day 2: Strategies for Managing Customer Satisfaction

- Implementing Customer-Centric Training Programs Topic 1: •
- Techniques for Enhancing Customer Satisfaction Topic 2: •
- Building a Customer-Focused Culture Topic 3: •
- Reflecting on the day's learnings and reinforcing important concepts Reflection & Review: •

## Day 3: Advanced Customer Service Skills and Techniques

- Mastering Advanced Customer Service Skills Topic 1: •
- Effective Communication for Customer Success Topic 2: •
- Resolving Challenging Customer Situations Topic 3: •
- Reviewing and reinforcing key learnings of the day Reflection & Review: •

## Day 4: Creating a Customer-Centric Organization

- Leveraging Technology for Enhanced Customer Service Topic 1: •
- Designing Personalized Customer Experiences Topic 2: •
- Strategies for Continuous Improvement of Customer Satisfaction Topic 3: •
- Reflecting on the day's content and reviewing important insights Reflection & Review: •

## Day 5: Customer Service Masterclass

- Applying Customer Service Best Practices Topic 1: •
- Empowering Employees for Exceptional Customer Service Topic 2: •
- Creating a Customer-Centric Service Recovery Process Topic 3: •
- Summarizing key learnings and concluding the masterclass Reflection & Review: •

## How This Course is Different from Other Customer Service Courses:

The Customer Centricity & Customer Service Masterclass stands out from other customer service courses in several unique ways:

This masterclass goes beyond basic customer service training by providing a **Comprehensive Focus: .1** comprehensive focus on developing a customer service mindset, advanced customer service skills, and strategies for managing and improving customer satisfaction. It covers a wide range of topics to ensure participants acquire a holistic understanding of customer-centric practices.

Unlike many courses, our masterclass specifically **Performance Reviews with a Customer Focus: .2** addresses the integration of customer focus into performance reviews. Participants will learn how to evaluate and reward customer-centric behaviors, aligning individual performance with the organization's customer service objectives.

This course dives deep into creating a customer-focused **Customer-Focused Organizational Strategies: .3** organization. Participants will gain insights into building a customer-centric culture, implementing training programs, leveraging technology, and designing personalized customer experiences. It equips participants with the knowledge and tools to transform their organizations into customer-focused powerhouses.

The masterclass offers advanced customer service techniques that go **Advanced Techniques and Skills: .4** beyond the basics. Participants will learn effective communication strategies, how to resolve challenging customer situations, and master advanced service skills that set them apart from the competition.

The Customer Centricity & Customer Service Masterclass takes a dynamic and **Masterclass Format: .5** immersive approach to learning. It incorporates interactive sessions, group work, case studies, and real-life examples to create an engaging and practical learning experience. Participants will receive feedback and guidance from experienced instructors, ensuring they can apply their learnings effectively.

In summary, this masterclass provides a comprehensive, advanced, and immersive learning experience, empowering participants to excel in customer service, lead customer-focused organizations, and deliver exceptional customer experiences.



## 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



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بوكيت - تايلاند



بورتو - البرتغال



برشلونة - إسبانيا



براغ - جمهورية التشيك



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تبليسي - جورجيا



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة

## مدن التدريب



عمان - المهلكة التردنية الهاشمية



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترو - سويسرا



مسقط - سلطنة عمان

## مدن التدريب



نيس - فرنسا



نيروبي - كينيا

# 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.



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