



Customer Service Excellence Masterclass

Administration, Communication & Customer Service

QGT-ADM-158 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Customer Service Excellence Masterclass is a senior-level masterclass on strategy and performance in Customer Service Excellence. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Customer Service Excellence
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Customer Service Excellence

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
11–15 Jan 2027	Lagos	Classroom	5 days	\$5,500
25 Jan – 5 Feb 2027	Frankfurt	Classroom	10 days	\$9,900
31 May – 4 Jun 2027	Zurich	Classroom	5 days	\$5,500
25 Jul – 5 Aug 2027	Riyadh	Classroom	10 days	\$9,900
25–29 Oct 2027	Online (live)	Online (live)	5 days	\$3,000
10–14 Jan 2028	Budapest	Classroom	5 days	\$5,500
19–30 Mar 2028	Dammam	Classroom	10 days	\$9,900
27–31 Mar 2028	Rome	Classroom	5 days	\$5,500
5–16 Jun 2028	Geneva	Classroom	10 days	\$9,900
24–28 Jul 2028	Online (live)	Online (live)	5 days	\$3,000
12–16 Feb 2029	London	Classroom	5 days	\$5,500
26 Feb – 9 Mar 2029	Kuala Lumpur	Classroom	10 days	\$9,900
30 Jul – 3 Aug 2029	Toronto	Classroom	5 days	\$5,500
20–31 Aug 2029	Sharjah	Classroom	10 days	\$9,900
22–26 Oct 2029	Online (live)	Online (live)	5 days	\$3,000
14–18 Jan 2030	Edinburgh	Classroom	5 days	\$5,500
25 Feb – 8 Mar 2030	Accra	Classroom	10 days	\$9,900
29 Apr – 3 May 2030	Houston	Classroom	5 days	\$5,500
1–12 Sep 2030	Alexandria	Classroom	10 days	\$9,900
4–8 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/customer-service-excellence-masterclass/>

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