Advanced Emotional Intelligence for Service Excellence Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS1585_290570

Course Introduction / Overview:

In today's competitive service landscape, technical skills and product knowledge are no longer sufficient to create lasting customer loyalty. The critical differentiator is emotional intelligence (EQ), the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. This course is meticulously designed to transform service professionals into masters of emotional connection. Drawing upon the foundational work of pioneers like Daniel Goleman, author of "Emotional Intelligence: Why It Can Matter More Than IQ," this program moves beyond theory to provide practical, actionable strategies for the service environment. Participants will explore the core competencies of self-awareness, self-regulation, empathy, and relationship management, learning how to apply them in real-time customer interactions. BIG BEN Training Center has developed this immersive experience to equip attendees with the tools to not only meet customer expectations but to exceed them, fostering genuine relationships that drive business success and personal career growth. This training is an investment in building a resilient, empathetic, and highly effective service team capable of navigating any customer scenario with poise and professionalism.

Target Audience / This training course is suitable for:

- Customer Service Representatives.
- Client Relationship Managers.
- Technical Support Specialists.
- Call Center Agents and Team Leaders.
- Sales and Business Development Professionals.
- Front-Desk Staff and Receptionists.
- Account Managers.
- Healthcare and Hospitality Professionals.
- Public-Facing Government Employees.
- Anyone in a client-facing or service-oriented role.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking and Financial Services.
- Hospitality, Travel, and Tourism.
- Healthcare and Patient Services.
- Telecommunications.
- Information Technology and Software Support.
- Government Agencies and Public Sector Services.
- Real Estate and Property Management.
- Consulting and Professional Services.

Target Organizations Departments:

- Customer Service and Support.
- Client Relations and Account Management.
- Sales and Marketing.
- Technical Support and Help Desk.
- Front Office and Operations.
- Human Resources and Training.
- Public Relations.
- Patient and Client Services.

Course Offerings:

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

- Develop a deep understanding of the five core components of emotional intelligence.
- Apply self-awareness techniques to recognize personal emotional triggers in the workplace.
- Utilize self-regulation strategies to maintain composure during high-stress customer interactions.
- Enhance empathy to better understand and connect with customer needs and frustrations.
- Master active listening and non-verbal communication to build rapport and trust.
- Implement effective relationship management skills to de-escalate conflicts and find resolutions.
- Transform negative customer feedback into opportunities for service improvement and loyalty.
- Develop personal resilience to prevent burnout and maintain a positive service mindset.
- Create a personal action plan for continuous emotional intelligence development.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement, retention, and practical application. This course moves away from traditional lecture-based learning and embraces a dynamic, interactive workshop format. Participants will engage in a variety of learning activities, including individual self-assessments to benchmark their current emotional intelligence competencies, and facilitated group discussions to share experiences and insights in a collaborative environment. A significant portion of the training is dedicated to hands-on practice through realistic role-playing scenarios that simulate challenging customer interactions. These exercises provide a safe space to apply new skills and receive constructive feedback from both the facilitator and peers. We will analyze real-world case studies from various industries to understand the impact of emotional intelligence on service outcomes. The course emphasizes reflective practice, encouraging participants to connect the concepts to their specific job roles and challenges. Our expert facilitators foster an open and supportive atmosphere, ensuring every participant leaves with the confidence and tools to immediately implement their learning and elevate their service performance.

Course Agenda (Course Units):

Unit One: Foundations of Emotional Intelligence in Customer Service

- Defining Emotional Intelligence (EQ) versus Intelligence Quotient (IQ).
- The business case for EQ in service-oriented roles.
- The Daniel Goleman Model: Self-Awareness, Self-Regulation, Motivation, Empathy, and Social Skills.
- Assessing your current emotional intelligence profile.
- Understanding the link between emotions, thoughts, and behaviors in service scenarios.
- The impact of emotional contagion on the customer experience.
- Setting personal goals for EQ development throughout the course.

Unit Two: The Power of Self-Awareness and Self-Regulation

- Identifying your emotional triggers and hot buttons.
- Techniques for recognizing and labeling your emotions in real-time.
- The practice of mindfulness for service professionals.
- Strategies for managing impulsive reactions and emotional hijacking.
- Stress management techniques for high-pressure environments.
- Maintaining professionalism and composure with difficult customers.
- Developing a proactive mindset instead of a reactive one.

Unit Three: Developing Empathy and Social Awareness

- The difference between empathy, sympathy, and pity.
- Techniques for active and reflective listening to uncover true customer needs.
- Reading verbal and non-verbal cues to gauge customer emotions.
- Perspective-taking: Seeing the situation from the customer's point of view.
- Demonstrating empathy without necessarily agreeing with the customer.
- Understanding cultural nuances in emotional expression.
- Using empathy to anticipate customer needs and exceed expectations.

Unit Four: Mastering Relationship Management and Communication

- Building authentic rapport and trust with clients.
- Effective communication strategies for clarity and impact.
- Techniques for de-escalating conflict and calming angry customers.
- Delivering bad news or saying 'no' with empathy and professionalism.
- Using influencing skills to guide customers toward positive outcomes.
- Transforming complaints into opportunities for relationship building.
- Collaborative problem-solving with customers.

Unit Five: Advanced Application and Building Resilience

- Applying EQ to foster long-term customer loyalty and retention.
- Handling emotional burnout and compassion fatigue in service roles.
- Leading with emotional intelligence in a team setting.
- Creating a positive emotional climate for colleagues and customers.
- Giving and receiving feedback with emotional intelligence.
- Integrating EQ into your daily service habits.
- Developing a personalized, long-term action plan for continuous EQ improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the consistent application of emotional intelligence in customer interactions shift an organization's culture from being transaction-focused to relationship-centric?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the theoretical definitions of emotional intelligence to focus intensely on its practical, real-world application within the demanding context of service professions. Unlike generic programs, every module, case study, and role-playing exercise is specifically tailored to the challenges faced by front-line staff, account managers, and support specialists. We emphasize not just understanding the customer's emotions, but also managing one's own emotional state to prevent burnout and maintain high performance, a critical aspect often overlooked. The curriculum is built on a foundation of behavioral science, providing participants with scientifically-backed techniques for de-escalation, rapport-building, and stress management. A key differentiator is the final unit's focus on creating a personalized and sustainable action plan, ensuring that the learning extends far beyond the classroom and becomes integrated into daily professional practice. This transforms the training from a one-time event into a catalyst for continuous personal and professional growth, fostering a deep-seated service excellence mindset rather than just a superficial skill set.