High-Stakes Customer Service and Crisis Communication Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS3128_261543

Course Introduction / Overview:

In a rapidly evolving global landscape, organizations face unprecedented challenges that can escalate into a full-blown crisis without a moment's notice. The key to navigating these turbulent waters often lies in the hands of the customer service team, the front line of any business. This course, presented by BIG BEN Training Center, is meticulously designed to equip professionals with the essential skills and strategic mindset needed to not only manage, but excel in high-pressure situations. We will explore key concepts from renowned academics like W. Timothy Coombs, a leading figure in crisis communication theory, and delve into the principles outlined in his influential book, "Ongoing Crisis Communication: Planning, Managing, and Responding." The program moves beyond simple de-escalation techniques, providing a holistic framework for a customer service team in crisis mode, with a focus on preparedness, effective response, and post-crisis recovery. Participants will learn how to build resilient teams, craft transparent and empathetic messaging, and use proactive communication to maintain customer trust and brand reputation during an unexpected event. The course integrates the latest insights on customer support in a crisis, covering everything from managing customer escalations to using various communication channels to disseminate critical updates. By mastering these skills, you will be prepared to transform a moment of potential disaster into an opportunity to build stronger, more loyal customer relationships. This is a comprehensive guide to proactive crisis readiness and high-stakes communication, tailored for the modern corporate environment.

Target Audience / This training course is suitable for:

- Customer service representatives and agents.
- Customer support team leaders and supervisors.
- Public relations and corporate communications specialists.
- Managers responsible for customer experience.
- Anyone in a client-facing role.
- All professionals who need to develop strong communication skills under pressure.

Target Sectors and Industries:

- Technology and telecommunications.
- Retail and e-commerce.
- Travel and hospitality.
- Financial services and banking.
- Healthcare.
- Government agencies and non-profit organizations.
- Manufacturing and logistics.

Target Organizations Departments:

- Customer service and support departments.
- Public relations and corporate communications.
- Call centers.
- Quality assurance.
- Human resources.
- Risk management.

Course Offerings:

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

- Develop and implement a robust crisis communication plan.
- Respond to a crisis with speed, transparency, and empathy.
- Master de-escalation techniques for angry and frustrated customers.
- Build emotional resilience and manage stress in a high-pressure environment.
- Coordinate with internal teams to ensure consistent messaging.
- Leverage various communication channels to provide timely updates.
- Conduct a post-crisis analysis to learn from the event and improve future responses.
- Protect brand reputation and customer loyalty during a crisis.

Course Methodology:

This training course employs a highly interactive and practical methodology, combining theoretical knowledge with hands-on application to ensure a deep and lasting understanding of the concepts. Participants will engage in dynamic discussions, analyzing real-world case studies of both successful and unsuccessful crisis responses to understand the nuances of high-stakes communication. We will use role-playing exercises to simulate difficult customer interactions, giving participants a safe space to practice de-escalation techniques and empathetic phrasing. Group activities will focus on developing a mock crisis communication plan, including drafting key messages and defining roles and responsibilities. The program also features feedback sessions, where instructors provide personalized guidance to help each participant refine their communication style and improve their ability to remain calm under pressure. By incorporating these varied training methods, the course ensures that the skills learned are not just theoretical, but immediately applicable in a professional setting. This practical approach, centered on active learning and collaborative problem-solving, prepares participants to handle unexpected challenges with confidence and composure.

Course Agenda (Course Units):

Unit One: Foundations of High-Stakes Customer Service

- Understanding the difference between a complaint and a crisis.
- Identifying early warning signs of an escalating situation.
- The critical role of the customer service team during a crisis.
- Psychology of customers in distress.
- Building a resilient mindset for high-pressure work.

Unit Two: Developing a Crisis Communication Strategy

- Creating a comprehensive crisis communication plan.
- Defining clear roles, responsibilities, and chains of command.
- Crafting empathetic and transparent messaging.
- Leveraging multi-channel communication for timely updates.
- Internal communication strategies during a crisis.

Unit Three: Mastering De-Escalation Techniques

- Active listening as a tool for de-escalation.
- Using language to calm and reassure distressed customers.
- Non-verbal communication in crisis situations.
- Handling hostile and aggressive callers with professionalism.
- Managing customer expectations and delivering bad news.

Unit Four: Practical Crisis Simulation

- Live role-playing of various crisis scenarios.
- Drilling a crisis communication plan in a simulated environment.
- Giving and receiving constructive feedback on performance.
- Coordinating with a central crisis response team.
- Adapting messaging in real time based on feedback.

Unit Five: Post-Crisis Analysis and Recovery

- Conducting a thorough post-mortem of a crisis event.
- Gathering and analyzing customer feedback and sentiment.
- Identifying lessons learned and areas for improvement.
- Rebuilding trust and restoring brand reputation.
- Maintaining team resilience and preventing burnout after a high-stress event.

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:

In a highly interconnected world, what is the single most important factor that determines the success or failure of an organization's crisis response, and how can a customer service professional directly influence it?

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

This training course goes beyond the basics of customer service to focus specifically on the unique demands of crisis management. While many courses touch on general communication skills, this program provides a specialized, deep dive into the strategies, tools, and psychological resilience needed to excel in high-pressure situations. The course's strength lies in its practical, hands-on approach. We do not just lecture on theory, we use realistic, scenario-based simulations and role-playing exercises to help participants apply what they learn in a safe environment. Participants will not only master proven de-escalation techniques and communication protocols but will also learn how to build a resilient mindset for themselves and their teams. The content is directly informed by established academic research and real-world case studies, ensuring that every lesson is both credible and immediately useful. We also emphasize the proactive nature of crisis readiness, showing how a well-prepared team can prevent issues from becoming disasters. This program is designed to transform professionals from reactive problem-solvers into proactive crisis leaders who can safeguard brand reputation and strengthen customer loyalty when it matters most.