E-commerce Customer Experience and Support Strategy Training Course



02 - 06 Nov 2026

Milan

5900 € (Per Person)

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Course Introduction / Overview:

In the hyper-competitive digital marketplace, product and price are no longer the sole differentiators. The new battleground is customer experience. This course provides a comprehensive framework for designing and implementing a world-class e-commerce customer support strategy that not only resolves issues but also builds lasting loyalty and drives revenue growth. We move beyond reactive problem-solving to explore proactive engagement, personalization, and the strategic use of technology to create seamless customer journeys. Drawing on principles from customer-centric thought leaders like Philip Kotler, who emphasizes the importance of understanding and satisfying customer needs, this program delves into the core of modern digital service. Participants will learn to map the end-to-end customer journey, from pre-purchase inquiries to post-purchase support and feedback. As discussed in "The Effortless Experience" by Matthew Dixon, the focus is on reducing customer effort and creating positive emotional connections. At BIG BEN Training Center, we have designed this training to equip leaders and professionals with the skills to build a customer support function that serves as a powerful engine for customer retention and brand advocacy in the e-commerce landscape.

Target Audience / This training course is suitable for:

- E-commerce Managers.
- Customer Support Managers and Team Leaders.
- Customer Experience (CX) Specialists.
- Digital Marketing Professionals.
- Operations Managers in retail and e-commerce.
- Entrepreneurs and Online Business Owners.
- Customer Success Managers.
- Senior Customer Service Representatives.

Target Sectors and Industries:

- Online Retail and Fashion.
- Consumer Electronics and Technology.
- Fast-Moving Consumer Goods (FMCG).
- Subscription-based Services (SaaS).
- Travel and Hospitality E-commerce Platforms.
- Pharmaceutical and Healthcare E-tailers.
- Governmental E-services and Digital Portals.

Target Organizations Departments:

- Customer Service and Support.
- E-commerce and Digital Operations.
- Sales and Business Development.
- Marketing and Communications.
- Product Management.
- Logistics and Supply Chain.
- Information Technology.

Course Offerings:

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

- Design and map the complete e-commerce customer journey.
- Develop a cohesive omnichannel support strategy across various digital channels.
- Implement best practices for live chat, email, and social media customer service.
- Evaluate and select the right customer support technologies, including CRM and helpdesks.
- Leverage AI and automation to enhance efficiency and customer satisfaction.
- Master advanced techniques for online conflict resolution and complaint management.
- Analyze key customer support metrics (KPIs) to drive continuous improvement.
- Create strategies to increase customer lifetime value (CLV) through exceptional service.
- Build a customer-centric culture within their support teams and organization.
- Develop effective processes for managing e-commerce returns and exchanges.
- Utilize customer feedback and data to inform business and product strategy.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology focused on practical application and strategic thinking. We believe that adult learning is most effective when it is engaging and directly relevant to real-world challenges. The program is built around a blend of expert-led presentations, interactive group discussions, and hands-on workshops. Participants will analyze real-world case studies from leading e-commerce companies to understand successful support strategies and common pitfalls. Role-playing scenarios will be used to practice handling difficult customer interactions and de-escalating conflicts in a controlled environment. Collaborative exercises will guide attendees in mapping customer journeys and designing omnichannel support frameworks for hypothetical businesses. Ample time is allocated for peer-to-peer learning, allowing participants to share experiences and solutions from their own industries. Our approach ensures that participants not only grasp the theoretical concepts but also leave with a practical toolkit and a clear action plan to implement within their organizations.

Course Agenda (Course Units):

Unit One: The Strategic Role of Customer Experience in E-commerce

- The evolution of the digital customer and their expectations.
- Defining customer experience (CX) versus customer service.
- Mapping the end-to-end e-commerce customer journey.
- The financial impact of poor customer service on retention and loyalty.
- Integrating customer support with marketing and sales funnels.
- Building a customer-centric culture from the ground up.
- Understanding Customer Lifetime Value (CLV) as a core metric.

Unit Two: Mastering Omnichannel Communication

- Developing a seamless omnichannel support strategy.
- Best practices for effective live chat and messaging support.
- Crafting professional and empathetic support emails.
- Managing customer service on social media platforms.
- Integrating phone support within the digital journey.
- Establishing a consistent brand voice across all channels.
- Managing response times and service level agreements (SLAs).

Unit Three: Technology and Automation in E-commerce Support

- An overview of the modern e-commerce support technology stack.
- Selecting and implementing the right helpdesk and ticketing systems.
- Leveraging Customer Relationship Management (CRM) for personalized support.
- The strategic implementation of AI-powered chatbots.
- Building effective self-service portals and knowledge bases.
- Using automation for routine inquiries and order management.
- Data privacy and security considerations in customer support tools.

Unit Four: Advanced Problem Solving and Customer Retention

- Psychology of handling angry and frustrated online customers.
- The L.A.S.T. method for conflict de-escalation.
- Turning customer complaints into opportunities for loyalty.
- Strategic management of e-commerce returns and exchanges.
- Proactive customer support strategies to prevent issues.
- Techniques for managing negative reviews and public feedback.
- Developing customer loyalty and advocacy programs.

Unit Five: Measuring, Analyzing, and Leading a Support Team

- Defining key performance indicators (KPIs) for e-commerce support.
- Utilizing Net Promoter Score (NPS) and Customer Satisfaction (CSAT).
- Analyzing support data to identify trends and insights.
- Creating insightful reports for senior management.
- Recruiting, training, and coaching a high-performing support team.
- Managing remote and distributed customer service teams.
- Future trends in e-commerce customer support and technology.

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:

As AI-driven support becomes more sophisticated, what is the evolving role of human emotional intelligence in creating a truly premium e-commerce customer experience?

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

This course distinguishes itself by focusing on the strategic integration of customer support into the core business model, rather than treating it as a siloed operational function. While many programs teach the mechanics of using support tools, we emphasize the "why" behind the "how". We delve into the psychology of the digital consumer and the commercial impact of every interaction, equipping participants with the ability to justify investments in customer experience initiatives through data-driven arguments. The curriculum is uniquely structured to bridge the gap between technology, human interaction, and business objectives. It moves beyond generic best practices to explore nuanced strategies for different e-commerce models, from high-volume retail to subscription services. Participants will not just learn to manage a support team; they will learn to lead a customer-centric transformation, using support data as a vital source of business intelligence to inform product development, marketing, and overall corporate strategy. The emphasis on proactive engagement and customer lifetime value provides a forward-looking perspective that is essential for sustainable growth in the competitive e-commerce landscape.