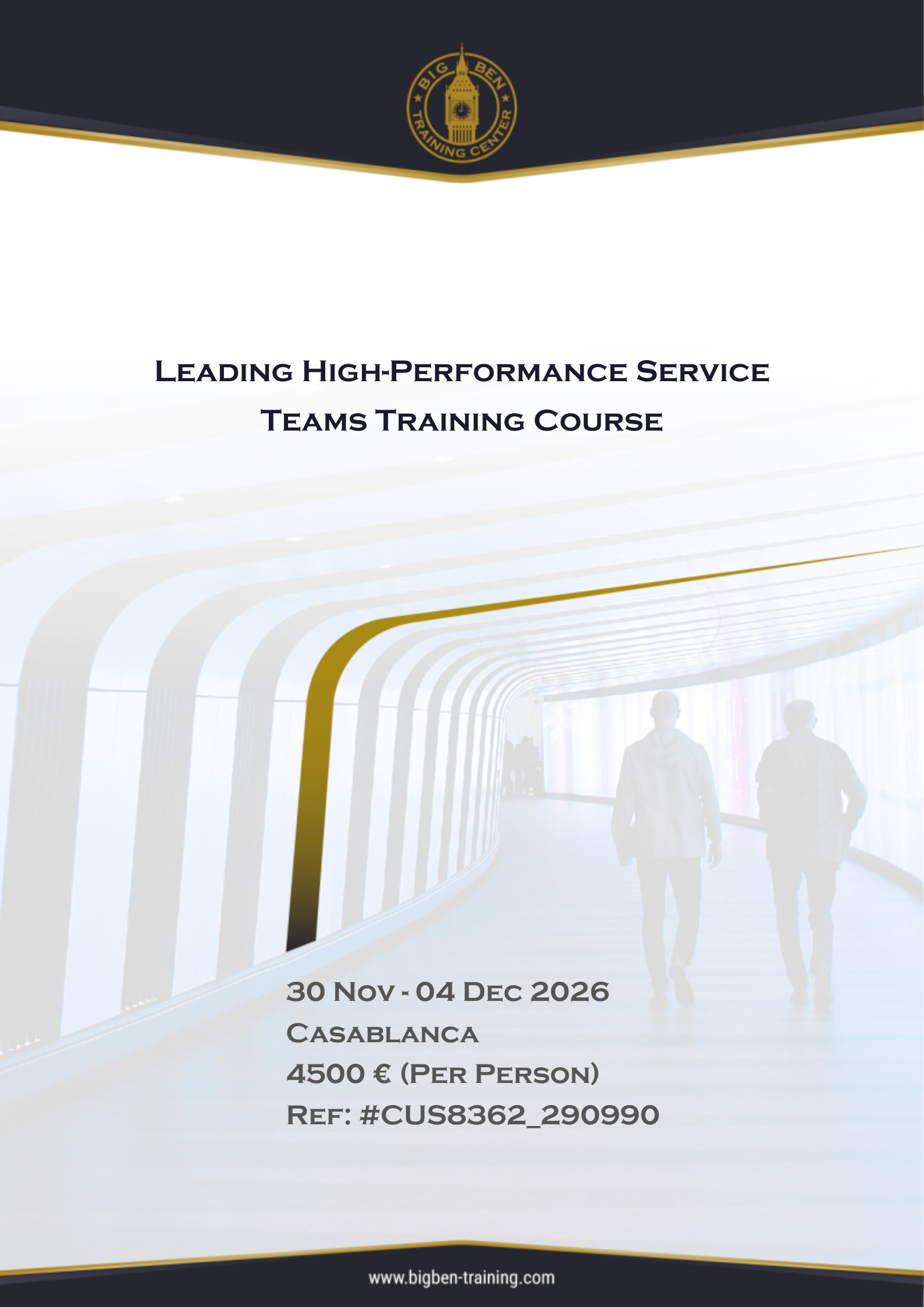
Leading High-Performance Service Teams Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS8362_290990

Course Introduction / Overview:

In today's competitive landscape, exceptional service is the ultimate differentiator, and the key to unlocking it lies in effective leadership. This course moves beyond traditional management techniques to explore the art and science of strategic service leadership. It is designed to transform service managers into inspirational leaders who can build, motivate, and sustain high-performance teams dedicated to delivering outstanding customer experiences. Drawing upon principles from service management experts like Christian Grönroos, who emphasized the importance of perceived service quality, this program delves into creating a culture of excellence. We will explore concepts from his work on service logic, focusing on how leaders can co-create value with both customers and employees. The BIG BEN Training Center has meticulously crafted this curriculum to bridge the gap between operational targets and strategic vision, equipping participants with the tools to manage daily tasks while fostering long-term employee engagement and customer loyalty. This is not just about managing processes; it is about leading people to achieve service excellence, turning every customer interaction into a positive, memorable experience that drives business growth and brand reputation.

Target Audience / This training course is suitable for:

- Service Managers and Supervisors.
- Customer Experience (CX) Managers.
- Team Leaders in customer-facing roles.
- Call Center and Contact Center Managers.
- Client Relationship Managers.
- Operations Managers with service delivery responsibilities.
- Aspiring leaders in the service sector.
- Heads of Customer Support departments.

Target Sectors and Industries:

- Banking and Financial Services.
- Telecommunications and IT Services.
- Hospitality, Travel, and Tourism.
- Retail and E-commerce.
- Healthcare and Wellness.
- Governmental agencies and public sector services.
- Logistics and Transportation.
- Utilities and Energy sectors.

Target Organizations Departments:

- Customer Service and Support.
- Client Relations and Account Management.
- Operations and Service Delivery.
- Technical Support and Helpdesk.
- Sales and After-Sales Support.
- Quality Assurance and Control.
- Human Resources and Training.

Course Offerings:

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

- Develop a strategic leadership mindset focused on service excellence and customer centricity.
- Implement effective coaching and performance management techniques for service teams.
- Master communication strategies for motivating teams and resolving conflicts.
- Analyze key service metrics and KPIs to drive continuous improvement.
- Lead change initiatives within the service department effectively.
- Foster a positive and engaging team culture that reduces employee turnover.
- Design and implement impactful service recovery strategies.
- Empower team members through effective delegation and trust-building.
- Align team objectives with broader organizational goals for service quality.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and practical, ensuring that participants can immediately apply their learning in the workplace. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. The course will utilize a blend of expert-led presentations, interactive group discussions, and real-world case study analyses to explore complex service leadership challenges. Participants will engage in role-playing scenarios to practice crucial skills such as performance coaching, conflict resolution, and delivering motivational feedback. Team-based activities and problem-solving workshops will encourage collaborative learning and the sharing of diverse perspectives. Each module includes dedicated time for self-reflection and the development of a personal action plan, allowing participants to contextualize the concepts to their specific roles and organizational challenges. Our approach focuses on building confidence and competence, transforming managers into strategic leaders equipped to drive tangible improvements in service quality and team performance.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Service Leadership

- The evolution from service manager to service leader.
- Understanding different leadership styles and their impact on service teams.
- The core principles of a customer-centric leadership philosophy.
- Developing emotional intelligence for effective team management.
- The strategic role of the service leader in organizational success.
- Aligning team goals with the company's service vision.
- Personal leadership branding and building credibility.

Unit Two: Building and Nurturing High-Performance Teams

- Recruitment and onboarding strategies for service professionals.
- Mastering the art of coaching for continuous performance improvement.
- Motivational theories and their practical application in a service environment.
- Conducting effective performance appraisals and feedback sessions.
- Strategies for fostering employee engagement and reducing attrition.
- Building a culture of accountability and ownership.
- Delegation, empowerment, and trust-building techniques.

Unit Three: Driving a Culture of Service Excellence

- Defining and embedding service quality standards.
- Mapping the customer journey to identify critical touchpoints.
- Empowering teams to deliver exceptional customer experiences.
- Implementing effective service recovery frameworks.
- Gathering and acting on customer feedback (VoC).
- Creating rituals and routines that reinforce a service-first mindset.
- Celebrating success and recognizing outstanding service contributions.

Unit Four: Operational Excellence in Service Management

- Understanding and utilizing key service metrics and KPIs.
- Fundamentals of workforce management and resource planning.
- Leading and managing change within the service department.
- Advanced problem-solving and decision-making for service challenges.
- Leveraging technology to enhance service delivery and efficiency.
- Budgeting and financial basics for service managers.
- Streamlining workflows and improving operational processes.

Unit Five: Advanced Leadership and Future-Proofing Service

- Leading through crisis and managing difficult customer escalations.
- Conflict resolution and mediation within the team.
- Developing future leaders from within the service team.
- Navigating the impact of AI and automation on service roles.
- Promoting innovation and continuous improvement in service delivery.
- Developing a personal action plan for ongoing leadership growth.
- The leader's role in championing mental health and well-being in the workplace.

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 can a service leader effectively balance the push for data-driven efficiency and standardized processes with the need to empower employees for creative, empathetic, and personalized customer solutions?

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

This course distinguishes itself by adopting a holistic and strategic perspective on service leadership, moving beyond the conventional focus on operational metrics and scripts. While many programs teach management tactics, we focus on cultivating a leadership mindset. The curriculum is uniquely designed to bridge the gap between high-level strategic goals and the day-to-day realities of managing a service team. We emphasize the human element of service, dedicating significant time to emotional intelligence, coaching, and building a resilient, engaged team culture, which is the true engine of sustainable service excellence. Rather than just presenting theories, the course integrates them into practical, actionable frameworks that participants can adapt to their specific environments. It challenges participants to think like business leaders, understanding how service quality directly impacts customer loyalty, brand reputation, and financial performance. The focus is on creating autonomous, problem-solving teams, not just compliant agents, thereby future-proofing the service function and developing leaders who can navigate the evolving landscape of customer expectations with confidence and strategic foresight.