



**SERVICE LEADERSHIP: CUSTOMER
EXPERIENCE AS A GROWTH ENGINE
TRAINING COURSE**

09 - 13 Nov 2026

CAPE TOWN

4600 € (PER PERSON)

REF: #CUS8662_261395



COURSE INTRODUCTION / OVERVIEW:

In today's competitive marketplace, customer service is not merely a department; it is a strategic business function. This Service Leadership: The Customer Experience as a Growth Engine Training Course is designed to reframe how organizations view customer interactions, positioning every employee as a corporate ambassador. BIG BEN Training Center presents a program that moves beyond traditional support, emphasizing how exceptional service drives loyalty and sustainable growth. We will explore the principles of a customer-centric culture, inspired by the work of authors like Shep Hyken, a customer service expert and author of the book "The Amazement Revolution." This course provides a comprehensive framework for creating a service culture that permeates every level of an organization. Participants will learn how to align service goals with business objectives, use feedback as a tool for innovation, and lead teams that consistently deliver outstanding customer experience. The curriculum focuses on understanding the entire customer journey, from initial contact to post-sale support, and identifying opportunities to exceed expectations at every touchpoint. By mastering these skills, you will not only be able to solve individual customer problems but also contribute to lasting operational improvements. This program is a deep dive into the strategic side of customer service, empowering professionals to turn exceptional service into a competitive advantage.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Customer service managers and team leaders.
- Operations and department heads.
- Marketing and sales managers.
- Corporate trainers and human resources professionals.
- Anyone responsible for customer experience strategy.
- Business owners and entrepreneurs.

TARGET SECTORS AND INDUSTRIES:

- Technology and software.
- Retail and e-commerce.
- Travel and hospitality.
- Financial services.
- Healthcare.
- Government agencies and public service organizations.
- Manufacturing.



TARGET ORGANIZATIONS DEPARTMENTS:

- Customer Service.
- Operations.
- Sales and Marketing.
- Product Management.
- Human Resources.
- Corporate Communications.

COURSE OFFERINGS:

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

- Develop a strategic, customer-centric business mindset.
- Align customer service goals with broader organizational objectives.
- Implement a culture of service excellence across all departments.
- Use customer feedback as a tool for business growth and innovation.
- Lead and motivate a high-performing service team.
- Map and improve the entire customer journey.
- Transform service interactions into opportunities for upselling and cross-selling.
- Measure and report on the business impact of service initiatives.

COURSE METHODOLOGY:

This training course uses a highly interactive and case-based methodology, designed to equip participants with practical leadership skills. Our approach moves beyond traditional lectures, focusing on strategic discussions and collaborative problem-solving. Participants will work through real-world case studies, analyzing scenarios where customer experience was either a major success or a significant failure. This helps in understanding the strategic implications of service decisions. The program includes workshops on how to map a customer journey, develop a service culture, and use data to inform business strategy. BIG BEN Training Center facilitates an environment where participants can share their own leadership challenges and receive feedback from both instructors and peers. The course also features team-based exercises on creating a service improvement plan and presenting a business case for it. By combining theoretical knowledge with hands-on, strategic application, this methodology ensures that participants leave with the confidence and skills needed to lead their organizations to greater success through exceptional customer service.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: CUSTOMER SERVICE AS A STRATEGIC FUNCTION

- Redefining customer service beyond problem-solving.
- The connection between customer experience and business growth.
- The role of a corporate ambassador.
- Aligning service goals with business objectives.
- Understanding the customer lifetime value.

UNIT TWO: MAPPING THE CUSTOMER JOURNEY

- Identifying all customer touchpoints.
- Analyzing customer pain points and moments of truth.
- Developing a comprehensive customer journey map.
- Using customer feedback to improve each touchpoint.
- Creating a seamless and consistent experience.

UNIT THREE: BUILDING A SERVICE-DRIVEN CULTURE

- The role of leadership in fostering a service culture.
- Hiring and training for customer-centric roles.
- Empowering frontline staff to make decisions.
- Creating a culture of continuous improvement.
- Recognizing and rewarding service excellence.

UNIT FOUR: LEVERAGING DATA FOR GROWTH

- Using customer satisfaction metrics to drive strategy.
- Translating feedback into actionable insights.
- Identifying opportunities for upselling and cross-selling.
- Forecasting business impact of service improvements.
- Presenting data-driven insights to leadership.



UNIT FIVE: LEADING A HIGH-PERFORMING SERVICE TEAM

- Motivating and coaching service professionals.
- Managing stress and preventing burnout.
- Communicating a shared vision and purpose.
- Fostering teamwork and collaboration.
- Developing a personal service leadership style.

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 what ways can a company's investment in elevating its customer service from a cost center to a strategic function drive sustainable long-term growth?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This training course is unique because it is designed for leaders, not just practitioners. While many programs focus on frontline skills, this course addresses the strategic side of customer service, teaching how to use customer experience as a powerful engine for business growth. The curriculum is distinguished by its emphasis on leadership and cultural transformation. Participants learn how to map the entire customer journey, identify key opportunities for improvement, and lead teams to a higher standard of service. We use real-world case studies and frameworks from renowned experts to provide a deep, academic understanding of service as a strategic function. The program is a mix of theoretical knowledge and practical application, with workshops focused on creating and presenting a strategic service plan. This approach is invaluable for professionals who want to move beyond daily operations and take on a more influential role within their organization. It provides the tools and insights needed to not only improve customer satisfaction but also drive revenue and build a lasting competitive advantage.