Telecom Customer Experience and Service Excellence Training Course



23 - 27 Nov 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #TEL1477_147704

Course Introduction / Overview:

In today's hyper-competitive telecommunications landscape, service quality and customer experience are the primary differentiators. This course provides a comprehensive framework for mastering Telecom Customer Experience Management (CEM), moving beyond traditional customer service to create truly memorable and loyal customer relationships. We will explore the intricate link between network performance, service delivery, and customer perception, equipping participants with the tools to design, measure, and improve the end-to-end customer journey. The curriculum is grounded in established service quality models, such as the SERVQUAL model developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry, which provides a robust methodology for understanding and closing the gaps between customer expectations and service delivery. This program, offered by BIG BEN Training Center, delves into practical strategies for leveraging data analytics, digital transformation, and a customer-centric culture to reduce churn, increase customer lifetime value, and build a sustainable competitive advantage. Participants will learn to translate complex metrics into actionable insights and lead initiatives that place the customer at the heart of every operational and strategic decision within their telecommunications organization.

Target Audience / This training course is suitable for:

- Customer Experience Managers and Specialists.
- Service Quality and Assurance Managers.
- Marketing and Product Managers in the telecom sector.
- Customer Service and Call Center Team Leaders and Directors.
- Network Operations and Engineering professionals.
- Retention and Loyalty Program Managers.
- Business Analysts focused on customer data.
- Regulatory and Compliance Officers in telecommunications.

Target Sectors and Industries:

- Mobile Network Operators (MNOs).
- Internet Service Providers (ISPs).
- Fixed-line Telecommunication Companies.
- Cable and Satellite Television Providers.
- Voice over IP (VoIP) Service Providers.
- Telecommunication Infrastructure Companies.
- Governmental bodies and telecommunications regulatory authorities.
- Managed Service Providers (MSPs).

Target Organizations Departments:

- Customer Service and Support.
- Marketing and Sales.
- Network Operations and Engineering.
- Quality Assurance and Control.
- Product Development and Management.
- Billing and Finance.
- Corporate Strategy and Planning.
- Information Technology (IT).

Course Offerings:

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

- Develop a comprehensive customer journey map for key telecom services.
- Implement and analyze key CEM metrics like Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES).
- Understand the direct impact of Quality of Service (QoS) and Quality of Experience (QoE) on customer perception.
- Design effective strategies for reducing customer churn and increasing loyalty.
- Leverage digital channels and AI to create a seamless omnichannel customer experience.
- Formulate a customer-centric strategy that aligns with organizational goals.
- Analyze customer feedback from various sources to drive service improvements.
- Create and manage Service Level Agreements (SLAs) that reflect customer expectations.
- Lead cultural change towards a more customer-focused organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. This course moves beyond theoretical lectures by incorporating a blend of expert-led presentations, real-world case studies from leading global telecommunications companies, and collaborative group workshops. Participants will engage in hands-on exercises, such as mapping customer journeys, analyzing service quality data, and developing CEM strategy blueprints. Interactive sessions, facilitated discussions, and role-playing scenarios will be used to tackle common challenges in telecom customer service, such as handling complex billing inquiries or managing service outage communications. A significant emphasis is placed on peer-to-peer learning, allowing attendees to share experiences and best practices from their respective organizations. Continuous feedback is provided by the instructor to guide learning and ensure a deep understanding of the core concepts. This immersive approach guarantees a rich learning experience that fosters critical thinking and practical skill development.

Course Agenda (Course Units):

Unit One: Foundations of Telecom Customer Experience Management

- Introduction to Customer Experience Management (CEM) in the telecom industry.
- The evolution from network-centric to customer-centric business models.
- Understanding the key components of the telecom customer lifecycle.
- Differentiating between Customer Service, Customer Care, and Customer Experience.
- Key metrics for measuring customer experience (NPS, CSAT, CES).
- The financial impact of a superior customer experience on revenue and churn.
- Introduction to service quality models like SERVQUAL.

Unit Two: Mapping and Analyzing the Telecom Customer Journey

- Techniques for mapping the end-to-end customer journey.
- Identifying critical touchpoints from acquisition to termination.
- Analyzing pain points and moments of truth in the customer journey.
- The role of the billing and payment experience in overall satisfaction.
- Onboarding processes for new telecom customers.
- The experience of technical support and field service interactions.
- Gathering and analyzing Voice of the Customer (VoC) data.

Unit Three: Service Quality and Network Performance

- The relationship between Quality of Service (QoS) and Quality of Experience (QoE).
- How network reliability, speed, and coverage impact customer perception.
- Understanding and managing Service Level Agreements (SLAs).
- Proactive service assurance and fault management.
- Communicating network outages and maintenance effectively to customers.
- Monitoring tools and techniques for service quality.
- Translating technical network data into customer experience insights.

Unit Four: Digital Transformation and Omnichannel Experience

- Designing a seamless omnichannel strategy (web, mobile app, call center, retail).
- The role of self-service portals and knowledge bases.
- Leveraging AI and chatbots for efficient customer support.
- Personalization strategies in digital communication and marketing.
- Managing the customer experience on social media platforms.
- Ensuring data privacy and security in digital interactions.
- The future of digital customer engagement in telecommunications.

Unit Five: Strategy, Culture, and Continuous Improvement

- Developing a comprehensive CEM strategy and roadmap.
- Building a customer-centric culture across all departments.
- Aligning employee experience (EX) with customer experience (CX).
- Strategies for customer retention and loyalty programs.
- Implementing a closed-loop feedback system for continuous improvement.
- Calculating the Return on Investment (ROI) of CEM initiatives.
- Leadership's role in championing the customer experience vision.

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 proactive care becomes the norm in telecommunications, what are the ethical boundaries between personalized service and intrusive surveillance?

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

This course distinguishes itself by offering a holistic and integrated perspective on telecom customer experience, uniquely bridging the gap between technical network performance and commercial customer satisfaction. Unlike programs that focus narrowly on either call center operations or network engineering, this training provides a 360-degree view, demonstrating how Quality of Service (QoS) directly translates into Quality of Experience (QoE) and, ultimately, customer loyalty. The curriculum is built on a foundation of practical application, moving beyond theory to immerse participants in real-world case studies and simulations specific to the challenges of the telecommunications industry, such as managing billing disputes or communicating service outages. Furthermore, it places a strong emphasis on strategic implementation, equipping leaders not just with analytical tools but with frameworks for fostering a customer-centric culture across diverse departments, from marketing to network operations. The focus is on creating actionable strategies and measuring their financial impact, ensuring that participants return to their organizations ready to drive tangible improvements in customer retention, satisfaction, and profitability.