

## HENDRICKS AND ASSOCIATES TRAINING AREAS

January – December 2026

Week 2 or 3 of each month

Venue: Nairobi Kenya

To register: [info@hendricksassociates.org](mailto:info@hendricksassociates.org); Call 0795739813

	Training Area	Dates
4	Customer Care Experience	Week 2 & 3

### **COURSE OUTLINE AND SYNOPSIS**

#### **H&A\_04:** Customer Care Experience

##### *Course overview*

Customer care excellence is central to organizational growth, brand loyalty, and reputation. This course provides practical skills to strengthen front-line interactions, enhance customer satisfaction, and build lasting relationships. Participants will learn how to effectively manage customer expectations, handle complaints, and deliver personalized experiences that align with organizational values. The course integrates customer psychology, communication strategies, and modern customer care techniques, including digital service channels, to ensure a holistic and future-ready customer service culture.

##### *Target audience*

This course targets front-line staff, call center agents, customer relationship officers, receptionists, sales teams, marketing executives, public relations officers, supervisors, and managers responsible for customer service functions across sectors.

##### *The Course outline*

- Introduction to customer service and experience management
- Understanding customer needs, behaviors, and expectations

- The role of emotional intelligence in customer care
- Effective communication and active listening
- Techniques for managing difficult customers and complaints
- Building rapport and trust with clients
- The psychology of customer satisfaction and loyalty
- Customer journey mapping and service touchpoints
- Leveraging technology and digital platforms in customer service
- Customer feedback systems and continuous improvement
- Case studies on leading customer care practices
- Role plays and simulations on real-world customer scenarios

#### *How participants will benefit*

By completing this training, participants will not only sharpen their customer service skills but also internalize customer-centric thinking. They will:

- Develop professional communication and listening skills that enhance positive first impressions and lasting client relationships.
- Gain confidence in managing difficult customers, complaints, and conflicts with diplomacy and empathy.
- Understand the psychology of customer satisfaction and loyalty, allowing them to personalize service and build trust.
- Acquire tools to map customer journeys and touchpoints, ensuring seamless service delivery across multiple platforms.
- Learn how to apply digital customer care practices, including online and social media engagement, to meet modern client expectations.
- Master techniques for managing stress and maintaining professionalism in high-pressure customer-facing roles.
- Participate in simulations and role plays to practice real-life scenarios, ensuring readiness for workplace application.

For organizations, this translates into measurable improvements in customer retention, client satisfaction scores, brand reputation, and

overall competitiveness. Improved customer service culture will also foster staff motivation and organizational pride.

*Course duration:* Four days

*Course fee:* USD 320

