Garnet
Garnet Global Training Center

GGT-CS-122

Customer Service & Contact Centres

CRM Systems for Service Teams

أنظمة إدارة علاقات العملاء لفرق الخدمة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in CRM Systems for Service Teams practise the methods, tools and standards they need to perform reliably and solve problems on the job. Deliver consistent, efficient service across counters, phones, chat and social channels. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of CRM Systems for Service Teams to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Customer service agents, team leaders, contact centre managers and service designers. Practitioners with one to five years of experience benefit most.

Key topics

- Service standards
- Communication with customers
- Handling complaints
- Channels and tools
- Measuring service
- Service recovery

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 CRM Systems for Service Teams: principles and standards

- Measuring service
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Service recovery
- Service standards

Day 3 Diagnosis and problem solving

- Communication with customers
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Handling complaints
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Channels and tools
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 CRM Systems for Service Teams: principles and standards

- Measuring service
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Service recovery
- Service standards

Day 3 Diagnosis and problem solving

- Communication with customers
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Handling complaints
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Channels and tools
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
12–16 Apr 2027	5-day online	Live online	Arabic	2,950
9–20 May 2027	10-day classroom	Riyadh	English	8,950
6–10 Sep 2027	5-day classroom	Istanbul	English	4,750
18–22 Oct 2027	5-day classroom	Kuala Lumpur	English	4,750
14–18 May 2028	5-day classroom	Jeddah	Arabic	4,750
11–15 Jun 2028	5-day classroom	Muscat	Arabic	4,750
2–13 Oct 2028	10-day classroom	Vienna	English	8,950
13–24 Nov 2028	10-day online	Live online	English	5,450
12–16 Mar 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
10–21 Jun 2029	10-day classroom	Kuwait City	Arabic	8,950
13–17 Aug 2029	5-day classroom	London	English	4,750
17–21 Sep 2029	5-day classroom	Istanbul	English	4,750
13–17 May 2030	5-day classroom	Casablanca	English	4,750
1–12 Jul 2030	10-day classroom	London	English	8,950
12–23 Aug 2030	10-day online	Live online	English	5,450
7–11 Oct 2030	5-day classroom	Kuala Lumpur	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/