Garnet
Garnet Global Training Center

GGT-CS-121

Customer Service & Contact Centres

Customer Retention Strategies

استراتيجيات الاحتفاظ بالعملاء

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

Overview

Customer Retention Strategies focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Deliver consistent, efficient service across counters, phones, chat and social channels. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Customer Retention Strategies to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

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

WhatsApp: +971 56 674 7382

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 Customer Retention Strategies: principles and standards

- Communication with customers
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Handling complaints
- Channels and tools

Day 3 Diagnosis and problem solving

- Measuring service
- Regional and international case studies

Day 4 Quality, safety and documentation

- Service recovery
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Service standards
- Group discussion and peer review

10-day outline

Day 1 Customer Retention Strategies: principles and standards

- Communication with customers
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Handling complaints
- Channels and tools

Day 3 Diagnosis and problem solving

- Measuring service
- Regional and international case studies

Day 4 Quality, safety and documentation

- Service recovery
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Service standards
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
10–21 Jan 2027	10-day classroom	Riyadh	English	8,950
1–5 Feb 2027	5-day online	Live online	Arabic	2,950
21–25 Jun 2027	5-day classroom	Amsterdam	English	4,750
4–8 Jul 2027	5-day classroom	Kuwait City	English	4,750
12–16 Jun 2028	5-day classroom	Dubai	English	4,750
3–14 Jul 2028	10-day classroom	Paris	English	8,950
14–25 Aug 2028	10-day online	Live online	English	5,450
19–23 Nov 2028	5-day classroom	Riyadh	English	4,750
1–5 Jan 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
12–16 Feb 2029	5-day classroom	Dubai	Arabic	4,750
16–27 Apr 2029	10-day classroom	Vienna	English	8,950
2–6 Dec 2029	5-day classroom	Kuwait City	English	4,750
10–21 Feb 2030	10-day classroom	Cairo	English	8,950
17–21 Mar 2030	5-day classroom	Jeddah	Arabic	4,750
16–27 Sep 2030	10-day online	Live online	Arabic	5,450
21–25 Oct 2030	5-day classroom	Singapore	English	4,750

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