Garnet
Garnet Global Training Center

GGT-CS-101

Customer Service & Contact Centres

Customer Service Fundamentals

أساسيات خدمة العملاء

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

Overview

Customer Service Fundamentals gives newcomers and non-specialists a clear, practical grounding: the core concepts, the vocabulary used on the job and the first tools to apply them. 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

- Explain the key concepts, terms and standards of Customer Service Fundamentals.
- Read and use the documents, forms and data common in this field.
- Know when to escalate and who to involve.
- Communicate confidently with specialists and colleagues.
- Plan the next steps in your own learning.

Who should attend

Customer service agents, team leaders, contact centre managers and service designers. No prior experience is required; it also suits new hires, graduates and staff moving into this field.

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 Introduction to Customer Service Fundamentals
- Handling complaints
- Group discussion and peer review

Day 2 Core concepts and terminology
- Channels and tools
- Measuring service

Day 3 Basic methods and tools
- Service recovery
- Measurement and reporting

Day 4 Working safely and correctly
- Service standards
- Hands-on workshop on a workplace challenge

Day 5 Practical exercises and review
- Communication with customers
- Common mistakes and how to avoid them

10-day outline

Day 1 Introduction to Customer Service Fundamentals
- Handling complaints
- Group discussion and peer review

Day 2 Core concepts and terminology
- Channels and tools
- Measuring service

Day 3 Basic methods and tools
- Service recovery
- Measurement and reporting

Day 4 Working safely and correctly
- Service standards
- Hands-on workshop on a workplace challenge

Day 5 Practical exercises and review
- Communication with customers
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Regional and international case studies

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
- Checklists and templates to take away

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)
15–19 Feb 2027	5-day classroom	Dubai	English	4,750
17–21 May 2027	5-day classroom	Vienna	English	4,750
14–25 Jun 2027	10-day classroom	Istanbul	English	8,950
6–10 Dec 2027	5-day online	Live online	Arabic	2,950
13–17 Mar 2028	5-day classroom	Barcelona	English	4,750
18–29 Sep 2028	10-day online	Live online	English	5,450
15–19 Oct 2028	5-day classroom	Jeddah	Arabic	4,750
20 Nov – 1 Dec 2028	10-day classroom	Dubai	Arabic	8,950
18–22 Feb 2029	5-day classroom	Cairo	English	4,750
9–13 Apr 2029	5-day classroom	London	English	4,750

Dates	Format	City	Language	Fee (USD)
17–21 Sep 2029	5-day online	Live online	Arabic	2,950
5–16 Nov 2029	10-day classroom	Geneva	English	8,950
16–20 Jun 2030	5-day classroom	Riyadh	Arabic	4,750
12–16 Aug 2030	5-day classroom	Paris	English	4,750
9–20 Sep 2030	10-day classroom	Abu Dhabi	English	8,950
21 Oct – 1 Nov 2030	10-day online	Live online	Arabic	5,450

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