Garnet
Garnet Global Training Center

GGT-CS-117

Customer Service & Contact Centres

Service Etiquette & Professional Image

إتيكيت الخدمة والصورة المهنية

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

Overview

Service Etiquette & Professional Image 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. 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 Service Etiquette & Professional Image to real tasks.
- Follow safe, compliant and documented work practices.
- 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.

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 Service Etiquette & Professional Image: principles and standards

- Communication with customers
- Regional and international case studies

Day 2 Methods and tools in practice

- Handling complaints
- Channels and tools

Day 3 Diagnosis and problem solving

- Measuring service
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Service recovery
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Service standards
- Measurement and reporting

10-day outline

Day 1 Service Etiquette & Professional Image: principles and standards

- Communication with customers
- Regional and international case studies

Day 2 Methods and tools in practice

- Handling complaints
- Channels and tools

Day 3 Diagnosis and problem solving

- Measuring service
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Service recovery
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Service standards
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

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
- Common mistakes and how to avoid them

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)
8–12 Feb 2027	5-day online	Live online	English	2,950
2–13 Aug 2027	10-day classroom	London	English	8,950
11–15 Oct 2027	5-day classroom	Casablanca	Arabic	4,750
8–12 Nov 2027	5-day classroom	Istanbul	English	4,750
14–25 Feb 2028	10-day online	Live online	English	5,450
5–9 Mar 2028	5-day classroom	Manama	English	4,750
8–19 May 2028	10-day classroom	Barcelona	English	8,950
6–10 Nov 2028	5-day classroom	Abu Dhabi	English	4,750
8–12 Jan 2029	5-day classroom	Abu Dhabi	English	4,750

Dates	Format	City	Language	Fee (USD)
13–24 Aug 2029	10-day classroom	Barcelona	English	8,950
3–7 Sep 2029	5-day online	Live online	English	2,950
10–14 Dec 2029	5-day classroom	Istanbul	English	4,750
10–14 Feb 2030	5-day classroom	Muscat	Arabic	4,750
7–11 Apr 2030	5-day classroom	Kuwait City	Arabic	4,750
19–30 Aug 2030	10-day online	Live online	English	5,450
4–15 Nov 2030	10-day classroom	Dubai	English	8,950

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