Garnet
Garnet Global Training Center

GGT-CS-110

Customer Service & Contact Centres

Social Media Customer Care

خدمة العملاء عبر وسائل التواصل

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

Overview

Social Media Customer Care turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Deliver consistent, efficient service across counters, phones, chat and social channels. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Social Media Customer Care 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 Social Media Customer Care: principles and standards

- Service recovery
- Regional and international case studies

Day 2 Methods and tools in practice

- Service standards
- Communication with customers

Day 3 Diagnosis and problem solving

- Handling complaints
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Channels and tools
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Measuring service
- Measurement and reporting

10-day outline

Day 1 Social Media Customer Care: principles and standards

- Service recovery
- Regional and international case studies

Day 2 Methods and tools in practice

- Service standards
- Communication with customers

Day 3 Diagnosis and problem solving

- Handling complaints
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Channels and tools
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Measuring service
- 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)
18–29 Jul 2027	10-day classroom	Amman	English	8,950
16–20 Aug 2027	5-day classroom	Abu Dhabi	English	4,750
13–17 Sep 2027	5-day online	Live online	English	2,950
15–19 Nov 2027	5-day classroom	Dubai	English	4,750
2–13 Jan 2028	10-day classroom	Riyadh	Arabic	8,950
10–21 Apr 2028	10-day online	Live online	Arabic	5,450
12–16 Jun 2028	5-day classroom	Dubai	Arabic	4,750
9–13 Oct 2028	5-day classroom	Abu Dhabi	Arabic	4,750
5–9 Feb 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
20–24 May 2029	5-day classroom	Riyadh	Arabic	4,750
16–27 Jul 2029	10-day classroom	Barcelona	English	8,950
19–23 Nov 2029	5-day classroom	Istanbul	English	4,750
14–18 Jan 2030	5-day classroom	Dubai	Arabic	4,750
19–30 May 2030	10-day classroom	Doha	English	8,950
15–19 Sep 2030	5-day classroom	Cairo	English	4,750
11–22 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/