Garnet
Garnet Global Training Center

GGT-CS-112

Customer Service & Contact Centres

Voice of the Customer Programs

برامج صوت العميل

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

Overview

This program treats Voice of the Customer Programs as a managed system: policies, roles, resources, performance indicators and continual improvement. 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

- Set up and run Voice of the Customer Programs as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

Who should attend

Customer service agents, team leaders, contact centre managers and service designers. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

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 Voice of the Customer Programs: the management framework

- Channels and tools
- Checklists and templates to take away

Day 2 Planning, resources and budgets

- Measuring service
- Service recovery

Day 3 Performance measurement and control

- Service standards
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Communication with customers
- Measurement and reporting

Day 5 Management case study and action plan

- Handling complaints
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Voice of the Customer Programs: the management framework

- Channels and tools
- Checklists and templates to take away

Day 2 Planning, resources and budgets

- Measuring service
- Service recovery

Day 3 Performance measurement and control

- Service standards
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Communication with customers
- Measurement and reporting

Day 5 Management case study and action plan

- Handling complaints
- 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)
11–15 Jan 2027	5-day classroom	London	English	4,750
21 Mar – 1 Apr 2027	10-day classroom	Jeddah	Arabic	8,950
5–9 Jul 2027	5-day online	Live online	Arabic	2,950
9–13 Aug 2027	5-day classroom	Istanbul	English	4,750
20–24 Feb 2028	5-day classroom	Muscat	Arabic	4,750
5–9 Jun 2028	5-day classroom	Dubai	English	4,750
4–15 Sep 2028	10-day classroom	Abu Dhabi	English	8,950
13–24 Nov 2028	10-day online	Live online	Arabic	5,450
4–8 Feb 2029	5-day classroom	Cairo	English	4,750

Dates	Format	City	Language	Fee (USD)
2–13 Sep 2029	10-day classroom	Doha	English	8,950
15–19 Oct 2029	5-day online	Live online	English	2,950
9–13 Dec 2029	5-day classroom	Muscat	English	4,750
11–15 Feb 2030	5-day classroom	Abu Dhabi	English	4,750
18–29 Mar 2030	10-day classroom	Kuala Lumpur	English	8,950
8–19 Jul 2030	10-day online	Live online	Arabic	5,450
20–24 Oct 2030	5-day classroom	Doha	Arabic	4,750

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