
Customer Service Excellence

22 – 26 August 2027
Manama





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Ref: 1608_4790 **Date:** 22 – 26 August 2027 **Location:** Manama **Fees:** 4300 GBP

Customer Service Excellence is a 5-day senior customer service course delivered by Mars Training Centre in London, Dubai, Cairo, Amman, Manama, and Kuala Lumpur — designed for heads of customer service, contact-centre directors, and senior leaders responsible for the day-to-day quality of customer interactions across channels.

Customer service is the busiest part of most organisations and the single biggest source of operational customer signal. A service function that runs well shapes customer perception, contains operational risk, and feeds insight back into product, marketing, and digital. A service function that runs poorly is a permanent leak of customers and reputation. The senior service leader's job is to make sure it is the first, not the second.

Across five focused days, you will work through the senior service leadership stack: service strategy, operating models, channel design, frontline coaching, performance management, and the cultural work that builds a service-led organisation. The programme uses case material from British, European, and Middle Eastern organisations and applied exercises grounded in your own operation.

What You Will Learn

By the end of this programme, you will be able to:

- Build a customer service strategy aligned with the wider experience.
- Design a service operating model across channels and tiers.
- Lead a frontline service team to consistent, repeatable quality.
- Apply service performance frameworks at senior level.
- Coach service team leaders using a structured approach.
- Manage frontline performance honestly and humanely.
- Lead service through digital, self-service, and AI deployment.
- Diagnose service pathology and design targeted intervention.
- Build a service-led culture across the organisation.
- Defend service investment with commercial evidence.

How You Will Benefit

You will leave with a senior service leader's playbook — strategy, operating model, coaching, measurement — and a Mars Certificate of Completion.

Your organisation will gain a service leader who can lift consistency, control cost, and lead the function as the strategic asset it is rather than a back-office concern.



Who This Programme Is For

This programme is designed for senior service and operations leaders, including:

- Heads of Customer Service and Customer Operations
- Contact Centre Directors and Operations Directors
- Customer Service Managers preparing for director roles
- Heads of Front-of-House and Branch Operations
- Service Delivery Directors in B2B and B2G organisations
- Senior public-sector service and complaints leaders
- General Managers with service accountability

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Cairo, Amman, Manama or Kuala Lumpur and leads to a Mars Certificate of Completion.