

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Leading Service Excellence

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Customer experience is shaped by the everyday decisions of front-line teams and the leaders who guide them. This course helps managers build a service excellence culture: defining service standards, empowering staff, measuring the customer experience, handling service failures and continuously improving service delivery.

Service excellence is a leadership choice, not a slogan. You will learn how leaders create teams that consistently delight customers.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Service case studies, journey walk-throughs, coaching practice for front-line leaders and improvement workshops.

Course objectives

By the end of this course, participants will be able to:
- Define a clear service vision and standards
- Lead and motivate front-line service teams
- Empower staff to solve customer problems
- Measure service quality and customer experience
- Handle service failures and recovery
- Drive continuous service improvement

Target audience

This course is suitable for:
- Customer service managers
- Front-line supervisors
- Hospitality and retail managers
- Public service managers
- Contact centre leaders



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Target competencies

Participants will develop competencies in:

- Service leadership
- Coaching
- Customer insight
- Service recovery
- Continuous improvement

Course outline

Day 1: Service Excellence Foundations

09:00–10:08	What customers value
10:08–11:00	Service culture
11:00–11:30	**Coffee break**
11:30–11:45	Service culture (continued)
11:45–12:53	Leader's role
12:53–14:00	Exercise: service vision

Day 2: Standards and Empowerment

09:00–10:08	Service standards
10:08–11:00	Empowerment boundaries
11:00–11:30	**Coffee break**
11:30–11:45	Empowerment boundaries (continued)
11:45–12:53	Front-line decision making
12:53–14:00	Workshop

Day 3: Leading Service Teams

09:00–10:08	Recruiting for attitude
10:08–11:00	Coaching on the floor
11:00–11:30	**Coffee break**



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11:30–11:45	Coaching on the floor (continued)
11:45–12:53	Recognition
12:53–14:00	Role play

Day 4: Measuring Experience

09:00–10:08	Customer feedback methods
10:08–11:00	Service metrics
11:00–11:30	**Coffee break**
11:30–11:45	Service metrics (continued)
11:45–12:53	Mystery shopping
12:53–14:00	Case study

Day 5: Recovery and Improvement

09:00–10:08	Service recovery
10:08–11:00	Root causes of complaints
11:00–11:30	**Coffee break**
11:30–11:45	Root causes of complaints (continued)
11:45–12:53	Improvement routines
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
London Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,840.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online