



## **External Training Course**

# **Integrated Customer Service Metrics & Experience Analytics for Excellence**

**From 08 Jun. To 12 Jun. 2025**

**From 20 Jul. To 24 Jul. 2025**

**From 17 Aug. To 21 Aug. 2025**

**From 15 Sep. To 19 Sep. 2025**

**Concorde Hotel, Doha, Qatar**

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**External Training Course:**

**Integrated Customer Service Metrics &  
Experience Analytics for Excellence**

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**Fees: 1750 KD**

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**Course Introduction**

In today's highly competitive and service-driven economy, customer expectations continue to evolve across industries such as oil & gas, travel, hospitality, logistics, government services, and more. Organizations must not only meet but exceed these expectations through accurate measurement, insightful analysis, and continuous improvement of customer service performance. This 5-day intensive training course empowers participants with the tools, strategies, and frameworks to assess, interpret, and act on key customer service metrics and customer experience (CX) analytics. Through practical applications and real industry case studies, professionals will learn how to convert customer feedback, service data, and operational performance into measurable excellence—especially in managing support contracts such as travel and catering services.

**Course Objectives**

**Participants completing this course will be able to:**

- Understand and apply essential customer service metrics such as CSAT, NPS, CES, FCR, SLA, and AHT.
- Utilize CX analytics to identify performance gaps and service trends.
- Design and execute customer feedback collection tools and methods.
- Integrate workforce analytics into customer service operations.
- Build customized dashboards for real-time monitoring and reporting.
- Monitor, manage, and improve third-party service contracts (e.g., travel, catering).
- Align service performance with strategic organizational goals.

**Training Methodology**

Instructor-led sessions with real-world examples.

Group discussions and collaborative problem-solving.

Hands-on workshops using tools like Excel, Power BI.

Interactive quizzes and performance feedback sessions.

Final group presentations and action planning.

## **Course Content**

### **Day 1: Core Concepts of Customer Service Metrics**

- The value of measuring service performance.
- Key metrics overview: CSAT, NPS, FCR, AHT, SLA, CES.
- Service level targets and performance benchmarking.
- Customer journey mapping and pain point identification.
- Practical Exercise: Defining relevant KPIs for your department.

### **Day 2: Customer Feedback and Experience Analytics**

- Building structured and unstructured feedback channels.
- Multichannel data collection (voice, digital, in-person).
- Designing effective surveys and VOC (Voice of Customer) tools.
- Using customer data to drive experience improvement.
- Ethics, privacy, and consent in CX data collection.
- Workshop: Developing a feedback strategy for service contracts.

### **Day 3: Workforce Analytics in Customer Service**

- Identifying key workforce metrics and staff performance indicators.
- Using analytics to manage workload and resource planning.
- Call quality monitoring and coaching plans.
- Correlating workforce metrics with customer outcomes.
- Case Study: Catering and travel contract efficiency via team analytics.
- Dashboard Practice: Visualizing team performance metrics.

### **Day 4: Advanced Experience Analytics and Predictive Insights**

- Deep dive into customer segmentation and behavioral patterns.
- Predictive analytics for customer churn and complaint escalation.
- Text analysis and sentiment monitoring tools.
- Automating reporting with dashboards and alerts.
- Hands-on: Creating a Power BI dashboard for CX performance.
- Case Study: Managing a failing travel service contract through analytics.

### **Day 5: Strategy, Action Planning, and Business Impact**

- Turning analytics into executive insights and strategy.
- Closed-loop systems: from feedback to solution.
- Aligning customer experience with business KPIs.
- Final presentations: Group service improvement proposal.
- Review, coaching, and certification ceremony.

### Course Agenda:

#### (1<sup>st</sup> Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss Course Major Points:</u> <ul style="list-style-type: none"> <li>• Core Concepts of Customer Service Metrics.</li> <li>• Customer Feedback and Experience Analytics.</li> <li>• Workforce Analytics in Customer Service.</li> <li>• Advanced Experience Analytics and Predictive Insights.</li> <li>• Strategy, Action Planning, and Business Impact.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Core Concepts of Customer Service Metrics</u> <ul style="list-style-type: none"> <li>• The value of measuring service performance.</li> <li>• Key metrics overview: CSAT, NPS, FCR, AHT, SLA, CES.</li> <li>• Service level targets and performance benchmarking.</li> <li>• Customer journey mapping and pain point identification.</li> <li>• Practical Exercise: Defining relevant KPIs for your department.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

#### (2<sup>nd</sup> Day) Agenda

9.00	11.30	<u>Customer Feedback and Experience Analytics:</u> <ul style="list-style-type: none"> <li>• Building structured and unstructured feedback channels.</li> <li>• Multichannel data collection (voice, digital, in-person).</li> <li>• Designing effective surveys and VOC (Voice of Customer) tools.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Customer Feedback and Experience Analytics:</u> <ul style="list-style-type: none"> <li>• Using customer data to drive experience improvement.</li> <li>• Ethics, privacy, and consent in CX data collection.</li> <li>• Workshop: Developing a feedback strategy for service contracts.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (3<sup>rd</sup> Day) Agenda

9.00	11.30	<u>Workforce Analytics in Customer Service:</u> <ul style="list-style-type: none"> <li>Identifying key workforce metrics and staff performance indicators.</li> <li>Using analytics to manage workload and resource planning.</li> <li>Call quality monitoring and coaching plans.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Workforce Analytics in Customer Service:</u> <ul style="list-style-type: none"> <li>Correlating workforce metrics with customer outcomes.</li> <li>Case Study: Catering and travel contract efficiency via team analytics.</li> <li>Dashboard Practice: Visualizing team performance metrics.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (4<sup>th</sup> Day) Agenda

9.00	11.30	<u>Advanced Experience Analytics and Predictive Insights:</u> <ul style="list-style-type: none"> <li>Deep dive into customer segmentation and behavioral patterns.</li> <li>Predictive analytics for customer churn and complaint escalation.</li> <li>Text analysis and sentiment monitoring tools.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Advanced Experience Analytics and Predictive Insights:</u> <ul style="list-style-type: none"> <li>Automating reporting with dashboards and alerts.</li> <li>Hands-on: Creating a Power BI dashboard for CX performance.</li> <li>Case Study: Managing a failing travel service contract through analytics.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (5<sup>th</sup> Day) Agenda

9.00	11.30	<u>Strategy, Action Planning, and Business Impact:</u> <ul style="list-style-type: none"> <li>Turning analytics into executive insights and strategy.</li> <li>Closed-loop systems: from feedback to solution.</li> <li>Aligning customer experience with business KPIs.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategy, Action Planning, and Business Impact:</u> <ul style="list-style-type: none"> <li>Final presentations: Group service improvement proposal.</li> <li>Review, coaching, and certification ceremony.</li> </ul>
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch