



THE UNIVERSITY  
OF THE  
WEST INDIES  
CAVE HILL CAMPUS



# Customer Service in Action: Tools, Techniques and Transformation

**Smart Service,  
Human Touch.**



# About **SCHSBM** Executive Education

The Sagikor Cave Hill School of Business and Management (SCHSBM), The University of the West Indies, Cave Hill Campus, is a regional leader in executive learning and professional development, delivering high-impact programmes that empower leaders to thrive in today's dynamic and complex business environment. Our faculty combine global industry expertise with academic excellence to deliver practical, relevant learning. We are a trusted partner to governments, private sector leaders, and international organisations across the Caribbean and beyond.

At SCHSBM, we are committed to building leadership capacity that drives Caribbean resilience, economic transformation, and sustainable innovation. Through our programmes, we develop future-conscious Caribbean leaders, individuals who are equipped to lead with purpose, agility, and vision in a rapidly evolving world. Our executive education experiences are designed for immediate impact, in boardrooms, ministries, enterprises, and communities.





# PROGRAMME OVERVIEW

**FROM SERVICE TO LOYALTY: EQUIP YOUR TEAMS WITH THE TOOLS AND HUMAN TOUCH TO DELIVER LASTING IMPACT.**

In today's omnichannel world, service excellence must go beyond problem-solving, it must inspire loyalty, trust, and transformation. Customer Service in Action: Tools, Techniques, and Transformation is an outcomes-driven programme designed to elevate frontline and supervisory teams.

Across five dynamic days, participants will master tools to manage high-volume interactions, emotionally charged customers, and complex digital service channels. The programme integrates global service standards, AI-driven solutions, and the human touch—ensuring customer interactions are seamless, personalised, and loyalty-building.

**Through real-world cases, hands-on practice, and performance metrics, you'll learn to:**

- Reduce customer effort and increase first-contact resolution.
- Confidently handle sensitive issues and complex channels.
- Coach teams using real-time metrics and insights.
- Align service outcomes with measurable business growth.
- This is where service professionals transform into customer champions, and where organisations turn interactions into a competitive advantage.

## PROGRAMME DETAILS

**\$2,100** USD



**LIVE ONLINE**



**JAN 27TH – FEB 26TH, 2026**



A woman with curly hair, wearing a teal blazer, is smiling and shaking hands with a customer across a desk. In the background, there is a laptop, a monitor, and a pen holder. The top right corner of the image features a geometric pattern of orange and blue triangles.

# Beyond Service to **Loyalty**

Transform service delivery into a driver of trust and repeat business.



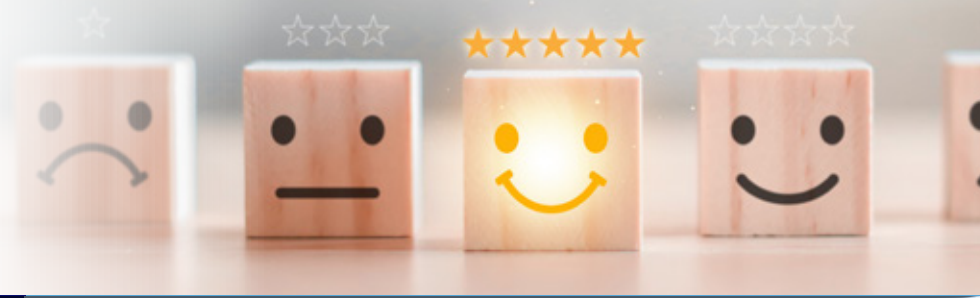
# WHAT YOU WILL GAIN

On Successful Completion of the programme, delegates will be able to:

- + **APPLY** service excellence frameworks and emotional intelligence to handle challenging customer interactions.
- + **USE** digital tools and scripts to deliver fast, personalised and consistent service across multiple platforms.
- + **ANALYSE** and respond to key customer service metrics to improve service delivery.
- + **DESIGN** solutions for service recovery, escalation, and customer journey friction points.
- + **CONTRIBUTE** to a culture of continuous improvement and customer-first thinking within their teams.



# PROGRAMME CURRICULUM



## Redefining Service in a High-Expectation World

Redefining Service for Today's Customer: Speed, Empathy and Outcomes

What Customers Value Today: Personalisation, Access, and Transparency

Emotional Intelligence in Customer Service: Practical Techniques for Connection

Strategies for Restoring Trust and Managing Emotionally Charged Encounters

## Tools for Impactful Customer Interactions across Channels

Mastering Verbal, Written and Non-verbal Communication in Service

Designing Flexible Service Scripts that Feel Authentic

Navigating Difficult Conversations: Tone, Framing and Conflict Resolution

Service in Action: Managing Email, Chat, Messaging and Voice Effectively

## Performance Metrics and Feedback that Drive Action

Customer Service Metrics that Matter:

- Net Promoter Score (NPS)
- First Contact Resolution (FCR)
- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)

Setting and Meeting Service Level Agreements (SLAs): How to Use Metrics to Manage Service Levels

Coaching for Performance: Giving Feedback that Builds Confidence

Turning Complaints into Data: Root-cause analysis and VoC pipelines

## Digital Enablement and the AI-Enhanced Agent

AI in Service: Chatbots, Knowledge Bases and Self-Service Models

Human vs. Machine: Knowing when to Escalate and when to Automate

Personalisation Techniques using CRM, Customer History and Predictive Support

Designing a Seamless Omnichannel Experience



# PROGRAMME CURRICULUM



## **Service Recovery, Culture, and Transformation**

Service Recovery: Rebuilding Trust after Service Failure

The Apology Framework: Language, Timing, and Next Step

How Service, Product and Operations Teams Work Together to Close the Loop

Building a Service Culture: Recognition, Rituals, and Reinforcement



# WHO SHOULD ATTEND?

This programme is designed for:



## **FRONTLINE CUSTOMER SERVICE PROFESSIONALS**

Call centre agents, Branch staff, Front desk representatives, Field service staff.



## **SUPERVISORS & TEAM LEADERS**

Professionals responsible for overseeing customer service teams and monitoring performance.



## **CUSTOMER EXPERIENCE SPECIALISTS**

Individuals tasked with improving service quality, reducing complaints, and increasing customer loyalty.



## **DIGITAL SERVICE & SUPPORT STAFF**

Agents managing chat, social media, or email-based customer interactions.



## **SERVICE QUALITY ANALYSTS & TRAINERS**

Staff involved in coaching, service audits, and continuous improvement initiatives.





# PROGRAMME ASSESSMENT

Delegates will engage in a series of ongoing assessments across the duration of the programme including the following:



## DE-ESCALATION ROLE PLAYS AND REFLECTION

Delegates will engage in simulated customer conflict scenarios, practising tone, empathy, and problem-solving, followed by guided reflection on strengths and improvement areas.



## WRITING RESPONSES ACROSS CHANNELS

Delegates will review anonymised service interactions (email, chat, social media, phone transcripts) and rewrite responses to improve clarity, empathy, and brand alignment.



## INTERACTIVE DASHBOARD WALKTHROUGH

Delegates will interpret service metrics (e.g., first-contact resolution, response time, customer effort score) to identify performance trends and pinpoint coaching or process improvement opportunities.



## GROUP ACTIVITIES

Delegates will work in small, diverse groups to encourage peer learning and real-world problem-solving, practise new techniques, receive constructive feedback, and observe alternative approaches to similar challenges.



## SERVICE TRANSFORMATION PLAN

Delegates will complete a personalised Service Transformation Plan, identifying a real customer service challenge in their role or department. They will analyse the root causes using service metrics, and propose a practical solution that combines human skills, process improvements, and technology.

A man with a beard and short dark hair, wearing a light blue button-down shirt, is smiling and looking down at something in his hands. A woman with her hair in a bun, wearing a dark blue polo shirt, is smiling and looking at him. They are in a professional setting with other people blurred in the background. The image has a blue and orange geometric overlay in the bottom right corner.

# SERVICE WITH STRATEGY

Align frontline performance  
with organisational outcomes.



# SPECIAL OFFERS & BENEFITS

*\*Benefits cannot be combined*

15%

## **CORPORATE & GROUPS OF 3 - 6**

Must enrol and pay at least one month in advance

10%

## **ASSOCIATED ALUMNI**

Persons who completed Executive Education and Professional Development Programmes

10%

## **SCHSBM ALUMNI**

Graduates of Postgraduate Degrees and Executive Diploma Management Programmes

10%

## **NON PROFIT & GOVERNMENT ORGANISATIONS**



# SCH SBM

EXECUTIVE  
EDUCATION

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