



تجربة العملاء والتميز في الخدمة في قطاع الأغذية والمشروبات

Duration: 5 Days

Language: ar

Course Code: IND10 - 119

Objective

:By the end of this course, participants will be able to

- Understand the key principles of customer experience (CX) management in F&B settings
- Apply service excellence frameworks to enhance satisfaction and loyalty
- Design and implement service standards that reflect brand identity and culture
- Manage complaints and service recovery effectively and empathetically
- Foster a customer-centric culture through leadership and staff empowerment

Audience

:This course is ideal for

- Restaurant Managers and F&B Supervisors
- Hospitality and Service Quality Professionals
- Customer Relations and Guest Experience Managers
- Hotel and Resort Operations Leaders
- Entrepreneurs and Business Owners in the F&B sector

Training Methodology

The course integrates interactive lectures, customer journey mapping, and scenario-based learning. Participants will engage in group discussions, role-play exercises, and service design activities to apply theoretical concepts in practical, real-world contexts

Summary

This comprehensive course is designed to equip hospitality and food service professionals with the knowledge, mindset, and skills to deliver exceptional customer experiences and world-class service standards across all areas of the Food & Beverage (F&B) industry

Participants will explore the psychology of customer satisfaction, the principles of service design, and the operational systems required to build loyalty and trust. The programme combines practical strategies for customer interaction, service recovery, and staff engagement with leadership insights that foster a culture of hospitality excellence

By the end of the course, participants will understand how to transform everyday customer interactions into memorable brand experiences that drive repeat business and long-term growth

Course Content & Outline

Section 1: Understanding Customer Experience in F&B

- Defining customer experience and its strategic importance in hospitality
- Analysing customer touchpoints — before, during, and after the dining experience
- The psychology of satisfaction: expectations, perception, and emotion
- Building a consistent and differentiated brand experience

Section 2: Principles of Service Excellence

- The fundamentals of service excellence and quality management
- (Setting service standards and key performance indicators (KPIs

- .Aligning service delivery with brand promise and customer expectations
- .The role of staff behaviour, empathy, and attitude in service outcomes

Section 3: Designing and Managing the Guest Journey

- .Mapping the customer journey in different F&B contexts
- .Identifying critical moments of truth in guest interactions
- .Integrating technology to enhance convenience and personalisation
- .Continuous improvement through feedback, analytics, and reviews

Section 4: Service Recovery and Complaint Management

- .Turning service failures into loyalty opportunities
- .The LEARN and HEART models for handling complaints effectively
- .Emotional intelligence in managing difficult customers
- .Building resilience and confidence in front-line service teams

Section 5: Leadership, Culture, and Sustainable Excellence

- .The role of leadership in creating a service excellence culture
- .Coaching and motivating teams to deliver consistent service quality
- .Linking employee engagement with customer satisfaction metrics
- .Developing long-term CX strategies for sustained business success

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وحدة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

خدمة العملاء والعلاقات العامة, الأغذية والمشروبات

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