



# COACHING

## Digital Customer Service

ONLINE COURSE

## Itinerario formativo

### Percorso in **3 settimane**

- Assessment
- Coaching & mentoring online
- Closing the loop

Coach:

**Paolo Fabrizio**

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### **1st week – Assessment**

- A. KPI analysis (KPI)
- B. Internal / external Efficacia communication effectiveness
- C. Digital team management

### **2° week- Coaching & mentorship**

Coaching one-on-one  
Personalized exercises assigned  
Check exercises

### **3° week - Closing the loop**

De-briefing achieved results  
Potential strategic developments  
Digital skill assessment for your team (only with SUPERIOR plan)

### **Culture**

E-book "Digital Customer Service Personas©"

## **Coaching – Digital Customer Service**

*Integrating digital channels into customer service is no longer an option. Among these, social media, live chat and messaging apps are the main one, with their own peculiarities.*

*Consequently, even the most experienced customer service manager need to acquire new skills to make the most of the opportunities deriving from Digital Customer Service.*

*Therefore I gathered the wishes of many customer service / contact center managers building up this online course.*

*I'm talking about people who want to optimize their time.*

*Who want to know best practices and apply them in their organization.*

*Who want to have as a coach a Digital Customer Service specialist who for years has helped companies of various industries and sizes.*

Customer Service Culture  
conversations that sell

**[Coaching]**  
**Digital Customer Service**  
**Manager**

Course trailer

## Choose your plan

	<i>UPSKILL</i>	<i>PRO</i>	<i>SUPERIOR</i>
	€ 1.560,00	€ 2.600,00	€ 3.432,00
<b>Assessment</b> [online]	<ul style="list-style-type: none"> <li>Assessment tests and quizzes</li> <li>Feedback with check-list</li> </ul>	<ul style="list-style-type: none"> <li>Assessment tests and quizzes</li> <li>Feedback with check-list and personalized podcast</li> </ul>	<ul style="list-style-type: none"> <li>Assessment tests and quizzes</li> <li>Feedback with check-list and personalized podcast</li> </ul>
<b>Coaching &amp; mentorship</b>	<ul style="list-style-type: none"> <li>Coaching one to one (1 hour)</li> <li>Personalized exercises assigned</li> <li>Check exercises via e-mail</li> </ul>	<ul style="list-style-type: none"> <li>Coaching one to one (2 hours)</li> <li>Personalized exercises assigned</li> <li>Check exercises via e-mail</li> </ul>	<ul style="list-style-type: none"> <li>Coaching one to one (2 hours)</li> <li>Personalized exercises assigned</li> <li>Check exercises via e-mail and video call</li> </ul>
<b>Closing the loop</b>	<ul style="list-style-type: none"> <li>De-briefing achieved results (30 mins.)</li> <li>Potential strategic developments (30 mins.)</li> </ul>	<ul style="list-style-type: none"> <li>De-briefing achieved results (1 hour)</li> <li>Potential strategic developments (1 hour)</li> </ul>	<ul style="list-style-type: none"> <li>De-briefing achieved results (1 hour)</li> <li>Potential strategic developments (1 hour)</li> <li><b>Digital skill assessment for your team (half day in virtual room)</b></li> </ul>
<b>Materiale didattico</b>	<ul style="list-style-type: none"> <li>E-book "Digital Customer Service Personas©"</li> </ul>	<ul style="list-style-type: none"> <li>E-book "Digital Customer Service Personas©"</li> </ul>	<ul style="list-style-type: none"> <li>E-book "Digital Customer Service Personas©"</li> </ul>

All activities will be carried out on a e-learning platform, via email and also video call ('coaching' and 'closing the loop'). All above amounts include taxes. Here you can read [terms & conditions](#).

## FAQ

### 1. Where can I buy 'Coaching Digital Customer Service Manager'?

On this page filling out the booking form.

### 2. How can I pay?

Bank transfer (upon booking a course you'll receive full bank details to make payment).

### 3. Can I pay monthly?

No, in one solution with upfront payment.

### 4. How do I get to content course (e.g. slides, check-lists, etc.)?

Upon receipt of your payment I'll be sending over to you the credential to get to the e-learning platform.

### 5. How can I get your assistance during the course?

Easy: within the e-learning platforms with internal messaging system or, alternatively via email.

### 6. Can I change plan (e.g. from 'Pro' to 'Superior')?

Yes you can, but only if you ask for it before making the payment.

### 7. The 'Superior' plan includes a half day in virtual room: what's in it?

It's a gem: I prepare and deploy a course customized on your favorite customer service topic.

### 8. How long does this course last?

Up to 3 weeks. Each phase aims at a specific goal (see training journey above on this page).

### 9. Which activities are carried out thru video call?

'Coaching & mentorship' as well as 'Closing the loop' activities.

## How it works



## Benefits



### Time

Optimize your time by managing the online learning path.



### Know-how

Acquire essential skills to become Digital Customer Service Manager.



### Interaction

Interact with me during your training journey.

## Your coach



### Paolo Fabrizio

*Digital Customer Service Consultant, Trainer, Author, Speaker.*

In the 90s he took part in the startup of the first online insurance company in Italy, following the customer's entire life cycle. Since 2013 as a consultant and trainer he has been helping companies to harness digital customer service as a business driver. Founder of CustomerServiceCulture.com, author of books and speaker at conferences in Italy and abroad. Lecturer at the Bicocca University of Milan.

He has cooperated with

**Forbes**

Il Sole  
**24 ORE**

**Rai Radio 1**

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