



# **CRISIS RESPONSE**

## **Digital Customer Service**

**ONLINE COURSE**

## TRAINING ITINERARY

€ 1.248,00

Coach: **Paolo Fabrizio**

### Day 1 Crisis prevention

- Assessment test + feedback (personalized podcast)
- Online attacks or crisis: how to detect signals (1 hour)
- When and how to intervene: best practices (1 hour)

### Day 2 Crisis response

- Preparation: choose the most complex online conversations you had to bring to the laboratory
- Laboratory (online class): analysis and re-writing to optimize them (1 hour including your team - up to 5 participants)
- Laboratory (online class): live Q & A with focus on lesson learned (1 hour - including your team - up to 5 participants)

### Day 3 Action plan

- Framework for prevention and management
- De-briefing achieved results (1 hour)
- Potential strategic developments (1 hour)

### Culture

- E-book "Digital Customer Service Personas©"

## Crisis Response Digital Customer Service

*Customers talk with you and about you over online channels, especially on 'public' ones (social media and online reviews sites).*

*Consequently, if you do not moderate customer criticisms on these channels in a timely manner, risk to underrate possible fires that may soon put part of your reputation at stake. And your business will suffer accordingly.*

*The answer to this scenario is Crisis Response, the online course that provides you with tools and knowledge necessary to best prevent, manage and mitigate a potential crisis on your digital channels.*

*The training course is customized to your specific organization and includes tests, video consultancy sessions and a laboratory where I will help you manage the most complex conversations triggered by your customers. The plus is that the laboratory is an online classroom open to your customer service team (up to 5 people participants).*

*Thanks to these three days you will be able to build solid protection barriers to protect your customer service, the reputation of your brand and therefore your business.*

Customer Service Culture   
conversations that sell

## [Crisis Response] Digital Customer Service

Course trailer



All activities will be carried out on a e-learning platform and also video call on each phase. The laboratory (online class) is open up to 5 participants. All above amounts include taxes. Here you can read [terms & conditions](#).

## FAQ

### 1. Where can I buy 'Crisis Response Digital Customer Service'?

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. Quali attività avvengono in aula online?

These on laboratory (Crisis Response).

### 7. How many people can attend the laboratory (Crisis response phase)?

Up to 5 people.

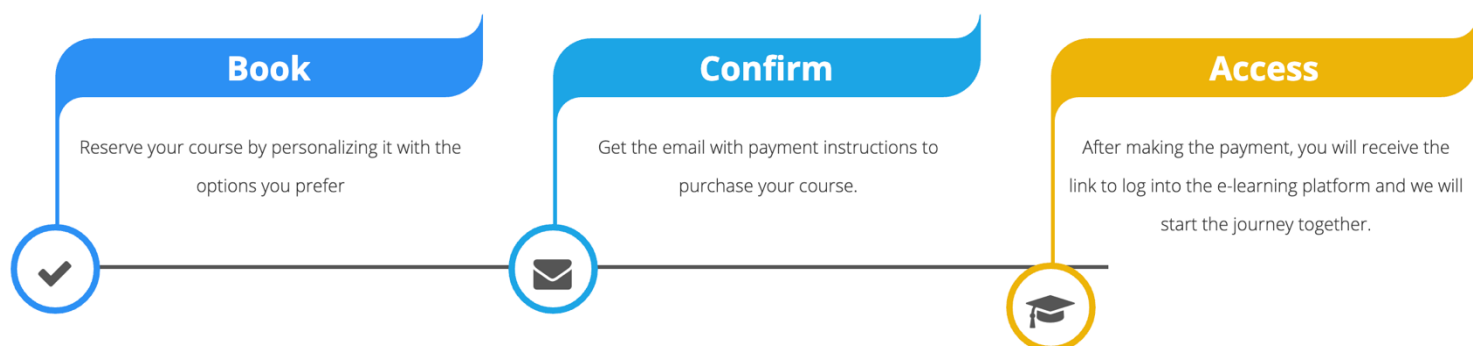
### 8. How long does this course last?

3 days. Each phase has a specific goal (see training itinerary on top of this page).

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

All of them where a duration is shown (see training itinerary).

## How it works



## Benefits



### Prevention

Build an effective protection net in the event of an attack on digital channels.



### Laboratory

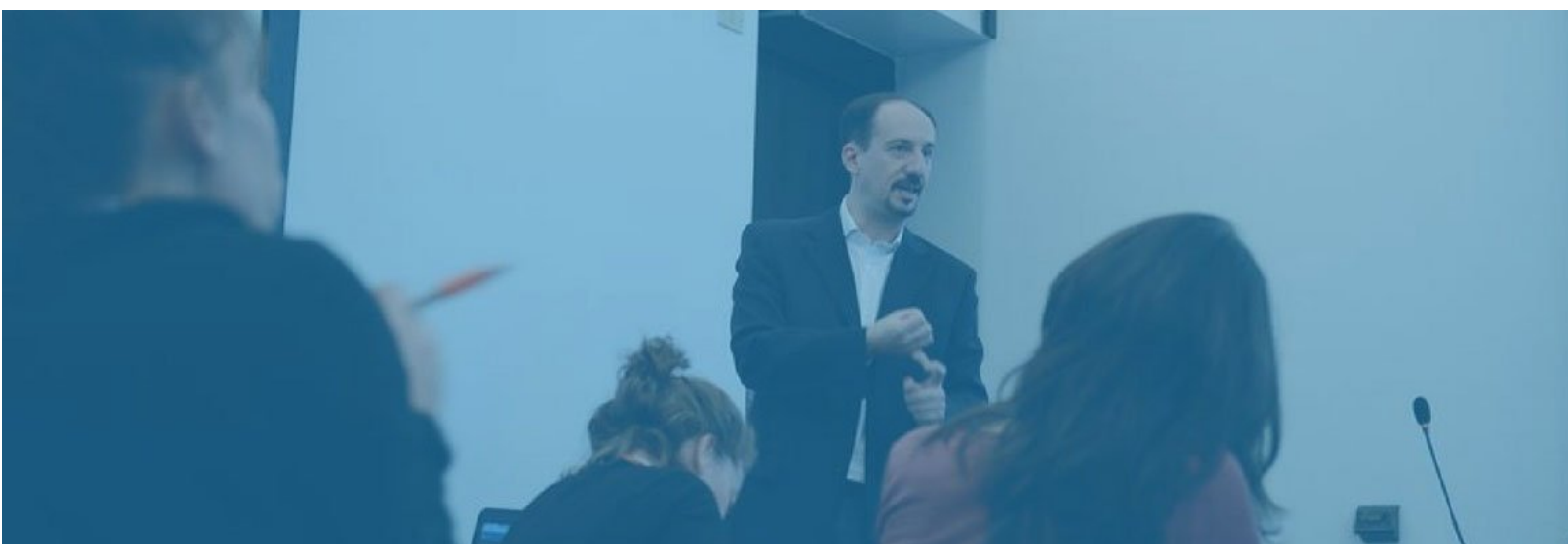
We work together to optimize your most complex conversations.



### Interaction

Interact with me during the whole training itinerary.

## 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 helped companies to exploit digital customer service as a business lever. Founder of CustomerServiceCulture.com, he is the author of thematic books at thematic conferences in Italy and abroad and lecturer at the Bicocca University of Milan.

Ha collaborato with

