



**1** WORKSHOP

**2** FOLLOW UP

**3** FINE TUNING

# TRAINING

## Digital Customer Service workshops

## Training path

Phases:

- Workshop
- Follow up
- Fine tuning

Coach:

**Paolo Fabrizio**

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### 1. Workshop

To deliver new guidelines, best practices and applying them through practical exercises.

### 2. Follow up

To fix and verify proper application of the above, through a training laboratory.

### 3. Fine tuning

To consolidate skills and harmonize them through individual meetings with participants.

Each training phase is delivered 1-2 weeks from the other to enable participants to digest and consolidate new methodologies. At the same time I may also have time to intervene where necessary.

Languages available:  
English, Spanish and Italian

## Digital Customer Service workshops

Theoretical training classrooms do not produce concrete results, especially in an innovative area such as Digital Customer Service. Conversely, practical exercises based on concrete cases (real conversations with customers) alternated with concepts and guidelines turns to be very effective.

Thanks to this methodology, you'll immediately apply the concepts you have just learned, fully understanding their dynamics.

Having worked with companies from various sizes and industries, I learnt that introducing new topics such as tone of voice and guidelines on digital channels implies effort and takes time.

### Therefore my Digital Customer Service trainings:

- Are divided into 3 phases (Workshop, Follow up and Fine tuning)
- Let participants spend at least 50% of their time practicing on real conversations with your customers
- Are customized according to your specific needs.



I help you build a rock-solid Digital Customer Service Team to:

- Optimize your support conversations via social networks, live chats and app
- Improve effectiveness of the answers provided to your customers
- Increase customer satisfaction rate and other relevant KPIs
- Increase your team productivity Leverage excellent service as a competitive business driver
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Trainings are aimed at:

- Front line (customer service representatives / contact centre agents)
- Customer Service Managers / Supervisors
- Organizations of any industry already having a customer service department

Where they take place

- At your office / headquarters
- All across Europe

## FAQ

### 1. Where do your trainings take place?

At your office / headquarters.

### 2. In which countries?

In all european countries.

### 3. How much do your trainings cost?

They don't have a fixed amount because I craft customized training programs based on your industry and specific needs. Contact me <https://customerserviceculture.com/en/about-me/>

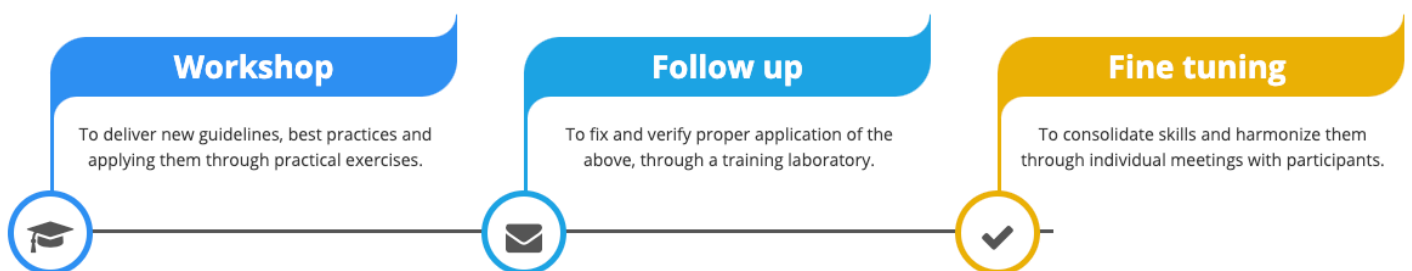
### 4. How do I learn more about them?

Write me quoting your needs - I'll respond within 24 hours <https://customerserviceculture.com/en/about-me/>

### 5. Do you also have Online Courses?

Sure! Here's the catalog with all my online courses <https://customerserviceculture.com/en/online-courses/>

## How it works



## Benefits



### CUSTOMIZATION

Trainings are designed on your specific industry and needs.



### METHOD

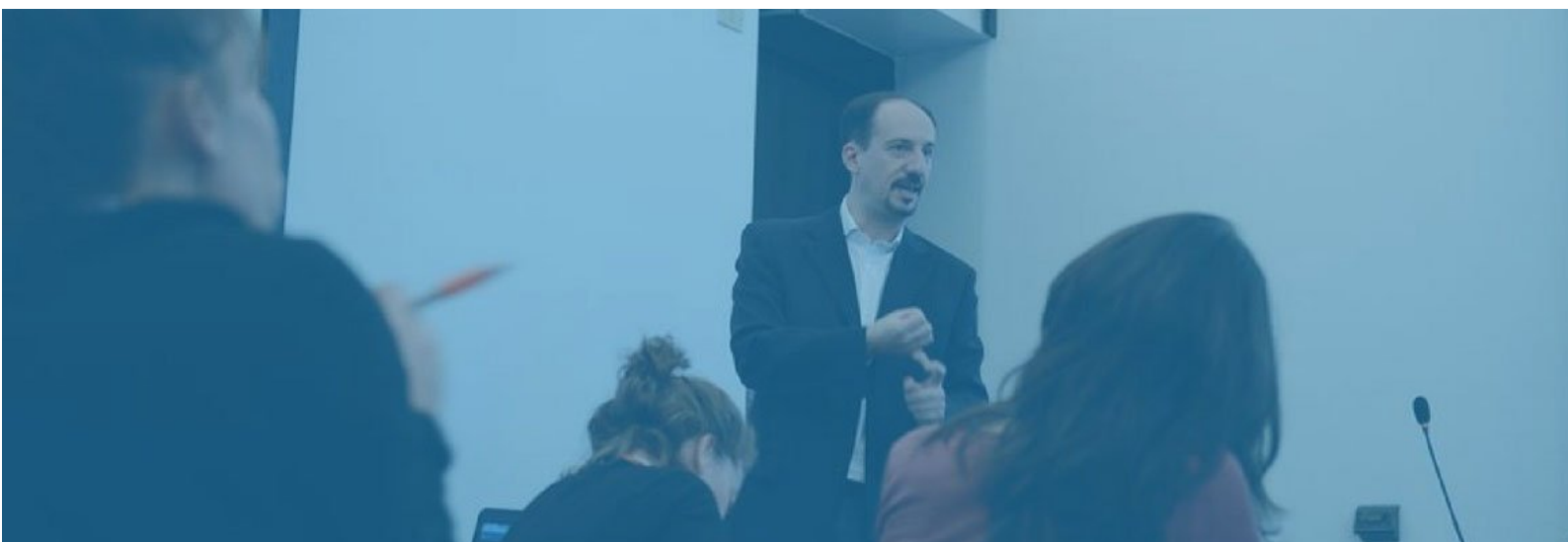
Consolidate results thanks to the 3-step program and practical exercises.



### EXPERIENCE

You work with a professional specialized in Digital Customer Service.

## 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

