



Helpdesk Planning, Management & Improving  
Customer Services To Gain Leadership in Customer



29 June - 3 July 2025



Cairo (Egypt)

# Helpdesk Planning, Management & Improving Customer Services To Gain Leadership in Customer Service

course code: E9098 From: 29 June - 3 July 2025 Venue: Cairo (Egypt) - InterContinental Cairo Semiram course Fees: 3700 Euro

## Program Overview

In this program you will learn about...

- This program provides the participant the skills required to Design, Implement, Manage and Improve Help Desk Performance.
- The program creates an Understanding of : the Quality Characteristics of Services, Customer Needs and the Process of Customer Satisfaction.
- It creates an Understanding of the Helpdesk Functions, Essential Management Practices and Processes including: Recruitment, Training, Motivation, Entrepreneurship Development, Knowledge Management & Day-to-day Management.
- It also discusses: the IT and other Tools, and, Performance Monitoring and Measurement Methods.
- The Program shows you how to Gain Leadership through Meeting and Exceeding Customer Expectations.
- The Program concludes with the preparation of an individualized action plan for Improving Help Desk Performance in your Organization.

## Program Content

- The Helpdesk Method
- The Quality Characteristics of Services
- Understanding Customer Needs (Internal & External)
- Understanding the Process of Customer Satisfaction
- Helpdesk Functions & Processes
- Essential Management Practices & their Control
  - Recruitment
  - Training
  - Motivation
  - Entrepreneurship Development
  - Knowledge Management
  - Day-to-day Management.
- The IT and other Tools
- Performance Monitoring and Measurement Methods.
- Preparation of an action plan for Continuously Improving Help Desk Performance.



