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**PROGRAM TITLE: Effective Customer Service****OVERVIEW**

Effective Customer Service means much more than a helpful and positive front facing team. Your performance measures, service standards, customer metrics and customer focus all influence the customers' perspective on your organization. Service excellence as a cultural value can also bring internal benefits, improving team performance, reducing complaints and providing a more dynamic and fulfilling working environment. This course helps staff grow the toolkit to make service excellence part of their team 'DNA'.

This program is designed to enhance and fortify skills that are essential for hospitality service providers to perform their functions efficiently, effectively and confidently in their work environment to create a memorable service experience for their customers and guests. The key elements of service, including how to handle difficult customer situations are emphasized as customers perception of company and employees are often affected by the way they are handled.

This training program is also focused towards creating a strong customer-oriented culture and mindset in developing sustainable service practices that must become an integral part of the business.

**OBJECTIVES:**

Our key objectives of this training session, participants will be able to;

- Appreciate the importance of customer service skills
- Prioritize and focus on the expectations of customers;
- Learn effective communication skills and how to improve them, to generate a more positive experience for customers and guests
- Build rapport, uncover needs, listen, clarify, explain, and manage conversational flow, improving listening skills;
- Choose vocabulary that is calming and persuasive;
- Learn techniques for responding confidently to customers' complaints to ensure a positive outcome for the customer, and the service provider.
- Share insights into the development of sustained service culture
- Develop post training action plan

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**NUMBER OF TRAINING DAYS:**

2 days

**WHO SHOULD ATTEND:**

Staff & Supervisor level who wants to embrace being a professional in the services industry, having the customer first mindset, delighting customer through delivering great experience

**TRAINING METHODOLOGY**

Designed to be trained with a pencil and paper methodology and combined with game technology, exercises, quiz, assessments, case studies, role-play, presentations & group work.

This is a **highly intensive and participative** workshop which focuses on developing the participants with knowledge, skills and capabilities towards managing their time and deciding their priority. A variety of learning methodologies such as interactive learning strategies and will be used to sustain the participant's interest and to create an optimum learning environment that will maximize the learning outcomes.

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**COURSE OUTLINE:**

<b>MODULE</b>	<b>DESCRIPTION</b>
Introduction	<ul style="list-style-type: none"><li>● What is Customer Service</li><li>● The Benefits of Good Customer Service</li><li>● The Cost of Bad Customer Service</li><li>● Importance of service excellence</li><li>● Your role and responsibilities</li><li>● Working together towards service excellence</li><li>● Discussion &amp; Presentation</li><li>● Exercise 1: Self-rating of Quality CS Personnel</li></ul>
Understanding The Customer	<ul style="list-style-type: none"><li>● Determining the needs and expectations of customers</li><li>● Internal and External Customers</li><li>● The Good, Bad &amp; Ugly Customer Service Experience</li><li>● Understanding the changing Customer Paradigms</li><li>● Customers' needs and rights</li><li>● Group Discussions &amp; Presentation</li></ul>
Service Excellence	<ul style="list-style-type: none"><li>● What is Service Excellence</li><li>● Paying attention to details</li><li>● The core elements of Customer Service</li><li>● Moment of Truth</li><li>● Service Cycle</li><li>● Groups Discussion &amp; Presentation on CS enhancement</li></ul>
Effective Communication Skills	<ul style="list-style-type: none"><li>● Professional Image</li><li>● Key stages of attending to customers</li><li>● Greeting</li><li>● Voice and Posture</li><li>● Controlling a conversation and gaining information</li><li>● Understanding customers' intention, actions or expectations</li><li>● Effectively answering customer questions</li><li>● Emotional words and phrases to avoid</li><li>● Getting rid of obstacles to good listening</li><li>● Rapport Building</li><li>● Personal readiness, assurance and responsiveness</li><li>● Communication exercises</li></ul>
Managing difficult situations: Customer service styles and their consequences	<ul style="list-style-type: none"><li>● Handling Upset or Difficult Customers</li><li>● How to calm an angry customer</li><li>● Maintaining professionalism under fire</li><li>● Role Play</li></ul>
Developing Service Excellence Culture	<ul style="list-style-type: none"><li>● The importance of culture</li><li>● Developing service excellence culture</li><li>● Group Discussion and Presentations</li><li>● Personal Action Plan</li></ul>