



First Select

Achieving Excellence in Customer Service

Date	Venues	(\$)Fees	Book your seat
21 Dec -25 Dec 2025	Kuala Lumpur	3300	Register Now

Achieving Excellence in Customer Service (Providing a Quality Service)

OBJECTIVES:

At the end of the training programs, participants will have:

1. Understood the importance and concepts of customer care and service.
2. Recognized basic behavioral patterns of different customer profiles and how to deal with them in a multi-cultural environment.
3. Gained critical skills for serving customers and handling their complaints.
4. Draw an individual Action Plan for providing superior service to customers.
5. To Share Experience & to Brain Storming.
6. How to Create Team Work Spirits.

WHO SHOULD ATTEND?

Supervisors, team leaders and frontline customer service staff

PROGRAM TOPICS:

Customer Service as a Competitive Edge:

- Definition of Concepts
- Customer Service in a Competitive Environment
- The Service Mix – A Group Exercise
- Cost of Bad Service
- Understanding their Personalities
- Tips for Dealing With Different Personalities
- Role Playing Exercises
- Role Play of Difficult Guest
- Watching Short Movies, Wisdoms.

A Profile of Different Customers Personalities:

Service Language Excellence:

Attaining Customers Satisfaction:

- Meeting their Needs
- Exceeding their Expectations
- Group Exercise

Professional Behavior with the Customer:

- The Power of Assertive Behavior
- Treating the Customer as Royalty
- Do and Don't of Face to Face Contact With the Customers

- The Service Profit Chain

The Components and Gaps of service Quality:

- Different Standards of Service Offered to the Customers
- Practical Exercise

Handling Customer Complaints and Coping with Customer Conflicts:

- Empathizing With and Listening to them
- Understanding their Problems
- Suggesting Solutions

Service Recovery Strategies:

- How to Measure Customer Satisfaction
- How to Retain Current Customers
- How to Regain Lost Customers

Effective Communication With the Customers:


- Active Listening
- Overcoming Communication Barriers
- Reading Customer's Body Language

Effective Tel. Skills for Better Service:

- Understanding Customer Needs
- Tone of articulation
- Conveying a Clear Message
- Asking Questions, Taking Responsibility
- Putting a Customer on Hold
- Transferring a Call
- Managing more than One Customer at a time
- Taking a Message
- Screening Calls, Problem Calls and the Art of Negotiation
- Managing Customer Perception

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.

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