



Customer Service Excellence



INTENSIVE HALF-DAY COURSE: This course aims to equip participants with practical skills and strategies to deliver outstanding customer service. In today's competitive business landscape, exceptional customer service is a cornerstone for success. This course will explain the fundamental principles and practical techniques for delivering outstanding customer experiences. From understanding customer needs and building positive relationships to navigating challenging situations, this intensive program will teach participants how to exceed customer expectations, and increase customer satisfaction and loyalty.

Specially customized for: Entertainment & recreational organizations, family KTVs, production houses, karaoke lounges, entertainment outlets, media companies, sports & recreation clubs.



Module 1: Introduction

- Welcome and course overview.
- Importance of customer service in business success.
- Key principles of delivering excellent customer service.

Module 2: Understanding Customer Needs

- Identifying customer expectations and preferences.
- Active listening and effective communication skills.
- Empathy in customer interactions.

Module 3: Building Positive Customer Relationships

- Creating a positive first impression.
- Handling difficult customers and challenging situations.
- Strategies for building long-term customer loyalty.

Module 4: Service Recovery and Problem Resolution

- Acknowledging and addressing customer complaints.
- Turning a negative experience into a positive one.
- The importance of swift and effective service recovery.

Module 5: Going Above and Beyond

- Anticipating customer needs.
- Providing personalized and proactive service.
- Encouraging and managing customer feedback.

Module 6: Interactive Activities and Role-Playing

- Practical exercises to reinforce key concepts.
- Role-playing scenarios for real-world application.
- Group discussions and sharing of experiences.