



CUSTOMER SERVICE EXCELLENCE

From good service to great experience

In today's competitive landscape, exceptional service isn't optional – it's your competitive advantage. This intensive programme turns customer interactions into opportunities for retention, referrals, and revenue growth. Empower your team to handle complaints gracefully, exceed expectations consistently, and build the customer relationships that drive sustainable success.

LEARNING OUTCOMES

Upon completion of this course, participants will be able to:

- deliver consistently exceptional customer service that reflects your brand values;
- communicate with clarity, confidence, and professionalism in customer interactions;
- build rapport quickly with customers;
- handle challenging customers and difficult situations with poise and effectiveness;
- apply techniques to turn complaints into opportunities for loyalty; and
- demonstrate professional standards in appearance, attitude, and behaviour.

METHODOLOGY

- Personal/Peer Sharing, Role Plays, Case Studies, Learning Activities, Hands-on Practice

TOPICS

- Measuring Customer Service
- Delivering Great Customer Service
- Types of Difficult Customers
- Managing Difficult Customers
- Challenges in Customer Relationships & Solutions
- Towards Quality Counter Service

TRAINER/FACILITATOR

Sophia Jenang

- 35 years experience as Professional MC
- Accredited Trainer by HRD Corp
- Trainer since 2009
- Experienced as Federal and Government employee, GLC and Statutory Body Executive, Corporate Relations Manager, Corporate Training Manager, Head of PR, Communication Manager, Trainer & Coach