

# Excellence in Customer Service



## Course Brochure

Choose the learning pathway that fits your schedule

1



### In-Person Live Programme

[In-person programme](#)

2



### Online Live

[3-day instructor led virtual programme](#)

3



### Hybrid Delivery Option

[E-learner with a live online scenario and assessment with our course coordinator](#)

## Why this course?

- ✓ Covers the full customer service journey — from first impression to loyalty
- ✓ Practical complaint-handling frameworks for real, difficult situations
- ✓ Grounded in service design principles that drive measurable business results
- ✓ Delivered through interactive scenarios and hands-on activities across 3 days

## Who should attend?

- ✓ Customer service representatives and frontline staff
- ✓ Team leaders and supervisors managing service teams
- ✓ Sales and support professionals dealing with clients daily
- ✓ Anyone responsible for improving customer experience in their organisation



**Ready to register or discuss a team booking?**  
**Book a Consultation**



## Objectives & 3-day live programme



### Objectives

- ✓ Understand the fundamentals of excellent customer service
- ✓ Identify customer needs and tailor service accordingly
- ✓ Master communication techniques across all customer touchpoints
- ✓ Handle complaints and difficult interactions with confidence
- ✓ Create memorable experiences that drive loyalty and repeat business



### Course Contents

- ✓ Service Excellence Foundations & Business Impact
- ✓ Understanding Customer Needs & Expectations
- ✓ Communication Skills for Service Professionals
- ✓ Complaint Handling & Conflict Resolution
- ✓ Experience Design & Continuous Service Improvement



### 3-day live programme modules

|                                                                                          |                                                |                                                                                                                              |
|------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
|  Day 1 | Service Foundations & Customer Understanding   | Core principles of customer service, business impact, and identifying and tailoring service to different customer types      |
|  Day 2 | Communication & Complaint Handling             | Verbal, non-verbal, and written communication skills, plus structured techniques for turning complaints into opportunities   |
|  Day 3 | Memorable Experiences & Continuous Improvement | Service design principles that build loyalty, plus measurement tools and feedback systems to embed lasting service standards |



#### 3-Day Live Programme Pricing (USD, excl. VAT)

Online Live: US\$ 1,995 | In-Person: US\$ 2,295

\*Early Bird and Corporate Group Pricing Available on Request.



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## Online Live & Hybrid Delivery Options

### Flexible live delivery routes for busy professionals



#### Online Live Option

**Length:** 3-days (instructor led live)

**Price:** US\$ 1,995 (excl. VAT)

Attend a 3-day interactive live virtual programme from anywhere.

- ✓ Live instruction and real time interaction
- ✓ Service scenarios and practical exercises
- ✓ Group discussions and collaborative activities
- ✓ Q&A sessions and facilitator feedback.
- ✓ Digital course materials, templates and job aids



#### Course Materials

- Interactive Course Content
- Detailed Course Outline
- Comprehensive Learning Outcomes
- Insightful Quizzes or Assessments
- Case Studies
- Resource Lists
- Learner's Workbook
- Presentation Slides



#### Hybrid Delivery Option

**Length:** 4-5 hour online E-Learner + 30 minute live scenario and assessment)

**Price:** US\$ 700 (excl. VAT)

Complete the 4-5 hour comprehensive E-Learner course at your own pace.

- 1 Step 1:**  
Access the E-Learner 6 module course on our LMS platform at your own pace.
- 2 Step 2:**  
Apply learning through innovative and interactive practice, service scenarios, and modern learning mechanisms.
- 3 Step 3:**  
Complete the E-Learner and join a 30 minute live scenario and assessment session with a course coordinator online.
- 4 Step 4:**  
Demonstrate understanding of the course objectives by way of a discussion with the course coordinator.
- 5 Step 5:**  
Receive a Certificate of Completion when all requirements are met.



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