MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

ACHIEVING EXCELLENCE IN CUSTOMER SERVICE

""Creating Memorable Customer Experiences that Drive Loyalty, Reputation, and Growth""

Schedule

Date	Venue	Fees
22 – 23 Jan 2026	Dubai, UAE	USD 1995 per delegate
29 – 30 Apr 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In competitive markets, products and pricing alone do not win loyalty—exceptional customer service does. Service excellence is a critical strategic differentiator that builds customer trust, promotes positive word-of-mouth, and secures long-term relationships. This intensive two-day course is designed to equip service professionals and team leaders with the tools, mindset, and behaviors to consistently deliver outstanding customer experiences. Through real-world scenarios, role plays, and service quality frameworks, participants will develop actionable skills to engage customers, resolve problems, and represent their organization with professionalism and empathy.

Objectives

By the end of this course, participants will be able to:

- Define what excellent customer service means in their organization.
- Apply key communication and emotional intelligence techniques to service interactions.
- Manage difficult customers and resolve complaints diplomatically.
- Align personal behavior with brand image and service culture.
- Improve customer satisfaction, retention, and advocacy.
- Create a personal action plan to strengthen service performance.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

- Gain confidence to handle challenging customer service situations.
- Learn proven communication techniques that build trust and rapport.
- Understand how to turn complaints into loyalty-building opportunities.
- Deliver consistent service that meets or exceeds expectations.
- Strengthen your ability to act as a service role model and team ambassador.

Target Audience

This program is designed for:

- Frontline service professionals and reception staff
- Contact center and help desk agents
- Customer service team leaders and supervisors
- Sales and client support representatives
- Operations, administration, and hospitality staff

Individual Benefits

- Verbal and non-verbal customer interaction skills
- Emotional control and service resilience
- Complaint resolution and empathy mapping
- Active listening and needs recognition
- Personal ownership and accountability

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Consistent service aligned with brand standards
- Higher customer satisfaction and retention rates
- Fewer escalations and improved first-contact resolution
- Stronger internal service culture and team collaboration
- Positive customer reviews and reputation building

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Short Lectures – Service excellence frameworks and best practices
- Skills Drills – Role play exercises to build real-time competence
- Interactive Discussions – Sharing insights and experiences
- Case Studies – Real-world service wins and failures
- Self-Assessments – Personal service style and development mapping
- Peer Feedback – Building confidence and coaching each other

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Service Excellence

- **Module 1: Defining Service Excellence (07:30 – 09:30)**
- What customers value most
- Service moments that build or break trust
- Service as a reflection of brand and culture
- **Module 2: Communicating with Confidence & Empathy (09:45 – 11:15)**
- Verbal tone, body language, and listening skills
- Building rapport quickly and sincerely
- Adapting communication to customer styles
- **Module 3: Handling Challenging Situations Professionally (11:30 – 01:00)**
- Managing emotions under pressure
- Responding to complaints and dissatisfaction
- Turning service failures into recovery moments
- **Module 4: Workshop – Difficult Customer Scenarios (02:00 – 03:30)**
- Role plays with coaching and feedback
- Personal reflection and lessons learned

Day 2: Building Habits of High-Impact Service

- **Module 5: Customer Needs and Experience Mapping (07:30 – 09:30)**
- Recognizing stated and unstated needs
- Journey mapping: identifying service moments that matter
- Exceeding expectations in simple ways
- **Module 6: Taking Ownership and Adding Value (09:45 – 11:15)**
- Stepping up instead of passing responsibility
- Demonstrating initiative and going the extra mile
- Building lasting customer connections
- **Module 7: Personal Brand and Service Behavior (11:30 – 01:00)**
- Attitude, appearance, and consistency
- Aligning personal behavior with service standards
- Being a service role model within the team
- **Module 8: Final Exercise and Action Plan (02:00 – 03:30)**
- Create your personal service improvement action plan
- Instructor and peer coaching
- Wrap-up and certification briefing

Certification

Participants who complete the program will receive a Certificate of Completion in **Achieving Excellence in Customer Service,** recognizing their capability to deliver and sustain high-impact service interactions that build loyalty and strengthen brand reputation.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.