

ACHIEVING CUSTOMER CARE EXCELLENCE & ENGAGEMENT

“Delivering Memorable Customer Experiences That Inspire Loyalty and Elevate Brand Perception”

Schedule

Date	Venue	Fees
01 - 02 Jan 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
04 - 05 Mar 2026	Doha, Qatar	USD 1995 per delegate
29 - 30 Apr 2026	Dubai, UAE	USD 1995 per delegate
04 - 05 Aug 2026	Muscat, Oman	USD 1995 per delegate

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

Introduction

In today’s experience-driven economy, customer care is a key differentiator. Organizations that consistently deliver exceptional customer service foster stronger relationships, drive repeat business, and stand out in competitive markets. Excellence in customer engagement goes beyond front-line interaction—it shapes your entire brand reputation.

This powerful two-day program empowers service professionals with the skills, mindset, and behaviors to deliver service that exceeds expectations. Through practical tools, interactive simulations, and real-life scenarios, participants will learn how to handle various customer types, turn problems into opportunities, and represent their organization with professionalism and empathy.

Objectives

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

- Understand the components of customer care excellence and emotional engagement.
- Apply communication techniques to manage diverse customer situations.
- Resolve customer complaints with confidence and professionalism.
- Align behavior with brand standards and service values.
- Foster long-term customer loyalty through memorable service moments.
- Manage personal attitude, mindset, and resilience under pressure.

Why Attend

- Improve service consistency and quality across your organization.
- Strengthen your ability to build rapport and handle difficult customers.
- Learn how to de-escalate conflicts and drive customer satisfaction.
- Develop a personal action plan for elevating your service performance.
- Increase your confidence, empathy, and professional presence.

Target Audience

This program is designed for:

- Frontline customer service staff and help desk agents
- Sales and client support representatives
- Hospitality, retail, and administrative professionals
- Team leaders, supervisors, and call center staff
- Any professional who interacts directly with customers

Individual Benefits

Key competencies that will be developed include:

- Communication and emotional intelligence in customer interaction
- Problem-solving and service recovery techniques
- Customer engagement and experience delivery
- Positive mindset and resilience
- Personal accountability and brand representation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher levels of customer satisfaction and retention
- Fewer escalations and improved issue resolution
- Stronger alignment with service standards and brand values
- Consistent service behavior across customer touchpoints
- Enhanced internal service culture and team collaboration

Instructional Methodology

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

- Briefings – Core concepts in service excellence
- Role Plays – Difficult customer simulations with feedback
- Peer Sharing – Learning from front-line challenges
- Case Studies – Customer service breakdowns and recovery success
- Self-Assessments – Attitude and communication diagnostics
- Templates – Service tracking sheets, complaint resolution guides, behavior maps

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 Customer Service Excellence

• **Module 1: What Makes Service Truly Excellent? (07:30 – 09:30)**

- Understanding customer expectations and perceptions
- Moments of truth and service breakdowns
- Emotional engagement and trust building

• **Module 2: Communicating with Clarity and Care (09:45 – 11:15)**

- Verbal and non-verbal skills that build rapport
- Listening actively and speaking with impact
- Personal tone and adapting to customer personality

• **Module 3: Managing Difficult Conversations (11:30 – 01:00)**

- Handling anger, disappointment, and frustration
- Service recovery steps and language
- Escalation vs. de-escalation

• **Module 4: Role Play – Responding with Empathy (02:00 – 03:30)**

- Practice responding to live customer service scenarios

Day 2: Engagement, Personal Impact, and Action Planning

• **Module 5: Service Behavior and Brand Alignment (07:30 – 09:30)**

- How your behavior reflects your organization
- Professionalism, presence, and attitude management
- Creating consistent first and last impressions

• **Module 6: Creating Memorable Customer Experiences (09:45 – 11:15)**

- Going above and beyond in simple, authentic ways
- Building long-term customer loyalty
- Internal service and team collaboration

• **Module 7: Service Resilience and Personal Motivation (11:30 – 01:00)**

- Managing stress and difficult days
- Reframing setbacks and maintaining positivity
- Staying energized and focused in service roles

• **Module 8: Final Workshop – Personal Action Plan (02:00 – 03:30)**

- Setting service goals and accountability steps
- Group feedback and course wrap-up

Certification

Participants who complete the program will receive a **Certificate of Completion in Achieving Customer Care Excellence & Engagement**, recognizing their ability to deliver high-impact, memorable customer service and foster loyalty through professional engagement.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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<p>In-House / Customized Training Interested in running this course for your team? Please contact us:</p>	<p>TEL: +601116373203</p>	<p>EMAIL: info@mawaevents.net</p>
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