

MASTERING CUSTOMER DELIGHT - EXCEEDING EXPECTATIONS

"Transforming Service Experiences into Lasting Customer Loyalty"

Schedule

Date	Venue	Fees (Face-to-Face)
06 - 10 Sep 2026	Manama, Bahrain	USD 3495 per delegate

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

Introduction

In today's competitive and experience-driven marketplace, good service is no longer enough—organizations must aim to delight their customers. Mastering customer delight means anticipating needs, resolving issues before they arise, and leaving a lasting, positive impression that transforms clients into advocates.

This 5-day practical and inspiring course empowers participants with advanced customer experience (CX) strategies, emotional intelligence, and service recovery tools. Through real-world examples, role plays, and hands-on practice, attendees will learn how to exceed expectations, foster loyalty, and create unforgettable customer interactions at every touchpoint.

Objectives

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

- Understand the psychology of customer expectations and delight
- Apply emotional intelligence and empathy in high-pressure service situations
- Build rapport, trust, and emotional connection with clients
- Create memorable service experiences that exceed expectations
- Handle difficult customers and service failures with grace and confidence

Why Attend

- Differentiate your organization by creating moments of “wow” for customers
- Equip your team with practical techniques to turn service into loyalty
- Learn how to handle complaints as opportunities to strengthen relationships
- Transform frontline staff into passionate brand ambassadors
- Drive customer lifetime value through experience excellence

Target Audience

This program is designed for:

- Customer service and contact center professionals
- Front desk, reception, and hospitality staff
- Sales and client-facing personnel
- Team leaders, supervisors, and service quality managers
- Anyone who engages with internal or external customers

Individual Benefits

Key competencies that will be developed include:

- Customer-centric mindset and empathy
- Effective communication and rapport-building
- Handling objections and emotional situations
- Service recovery and complaint resolution skills
- Personal accountability for creating delightful experiences

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer satisfaction and Net Promoter Scores (NPS)
- Higher customer retention and repeat business
- Reduced complaint handling time and escalations
- A culture of proactive service and internal collaboration
- Competitive advantage through experience differentiation

Instructional Methodology

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

- Strategy Briefings - Insights into CX trends, behavior science, and loyalty drivers
- Case Studies - Analysis of brands that consistently exceed customer expectations
- Workshops - Scenario-based activities, complaint simulations, and empathy labs
- Peer Exchange - Sharing success stories and feedback techniques
- Tools - Service recovery templates, voice-of-customer guides, and experience maps

MAWA EVENTS

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Course Outline

DETAILED 5-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 Delight

- Module 1: The Shift from Satisfaction to Delight (07:30 - 09:30) • Defining customer delight and its impact on loyalty • The difference between satisfaction, service, and experience • Exploring emotional drivers behind customer decisions
- Module 2: Understanding Customer Expectations (09:45 - 11:15) • Types of expectations: basic, performance, and excitement • Techniques for managing and exceeding expectations • Case studies of customer-centric brands
- Module 3: Customer Journey Mapping (11:30 - 01:00) • Identifying high-impact touchpoints • Removing friction and enhancing key moments • Journey mapping tools and templates
- Workshop - Build a Customer Experience Map (02:00 - 03:30) • Hands-on mapping of a real or hypothetical customer journey

Day 2: Emotional Intelligence in Customer Service

- Module 1: Emotional Intelligence Essentials (07:30 - 09:30) • Self-awareness, empathy, and regulation in service roles • Reading customer tone, emotions, and cues • Adapting service behavior in real-time
- Module 2: Communication with Empathy and Clarity (09:45 - 11:15) • Verbal, non-verbal, and written communication techniques • Active listening, paraphrasing, and tone calibration • Avoiding defensive responses and conflict triggers
- Module 3: Personality and Service Style Adaptation (11:30 - 01:00) • Recognizing customer personalities and adjusting accordingly • Personalizing interactions to increase connection • Tools for building rapport in seconds
- Workshop - Role Play: Empathy in Action (02:00 - 03:30) • Customer conflict scenarios with peer feedback

Day 3: Handling Complaints and Service Recovery

- Module 1: Turning Complaints into Loyalty (07:30 - 09:30) • Psychology of complaining and customer frustration • Why customers leave—and how to win them back • Complaint handling frameworks (LAST, HEARD, BLAST)
- Module 2: Service Recovery Techniques (09:45 - 11:15) • Apologizing without blame • Solving the root issue and restoring trust • Empowering staff to take initiative
- Module 3: Recovery as a Differentiator (11:30 - 01:00) • The loyalty rebound effect • Small gestures that make a big impact • Standards vs. personalization in recovery
- Workshop - Designing a Recovery Strategy (02:00 - 03:30) • Build a response plan for common failure points

Day 4: Creating Moments of Wow

- Module 1: Anticipating Customer Needs (07:30 - 09:30) • Listening between the lines • Proactive communication and gesture-based service • Personalization without overstepping
- Module 2: Surprise and Delight Strategies (09:45 - 11:15) • Small touches that delight: thank-yous, memories, follow-ups • Building rituals of delight into operations • Empowering employees to innovate service moments
- Module 3: Empowering Service Heroes (11:30 - 01:00) • Training frontline staff to make decisions • Recognizing and rewarding delight-driven behaviors • Culture building through storytelling
- Workshop - Wow Moment Design Challenge (02:00 - 03:30) • Team-based creation of unique customer delight experiences

Day 5: Sustaining a Culture of Delight

- Module 1: Customer Experience Metrics and Feedback (07:30 - 09:30) • NPS, CSAT, CES - interpreting and using the data • Voice of customer (VoC) systems • Creating feedback loops
- Module 2: Internal Collaboration for Service Excellence (09:45 - 11:15) • Breaking silos between service, operations, and back-office • Empowering every function to own the customer experience • Cross-functional journey mapping
- Module 3: Final Review and Personal Action Plan (11:30 - 01:00) • Crafting a personal delight strategy • Peer feedback and accountability commitments
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Module 4: Certification and Wrap-Up (02:00 – 03:30) • Knowledge check • Certificate presentation • Course close and networking

Certification

Participants will receive a Certificate of Completion in Mastering Customer Delight, confirming their capability to consistently deliver exceptional service, exceed expectations, and contribute to a customer-first culture within their organization.

Why Choose MAWA Events

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