MAWA EVENTS

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

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

CUSTOMER SERVICE TRAINING – CRITICAL ELEMENTS OF CUSTOMER SERVICE

“Empower your team with the essential skills to deliver exceptional customer experiences.”

Schedule

Date	Venue	Fees
02 Jul 2026	Online	USD 450 per delegate

Introduction

In today’s competitive marketplace, excellent customer service is not just a nice-to-have — it’s a key differentiator. This one-day online training provides participants with practical tools and techniques to handle customer interactions professionally, manage complaints effectively, and ensure every customer walks away satisfied and loyal.

Objectives

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

- Understand the key components of outstanding customer service
- Communicate effectively and professionally with customers
- Handle difficult customers and resolve complaints with confidence
- Build customer loyalty through positive service experiences
- Apply problem-solving strategies to meet customer needs

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Why Attend

- Enhance Service Delivery: Equip yourself or your team with proven customer service best practices
- Boost Customer Satisfaction: Turn interactions into opportunities for loyalty
- Strengthen Company Reputation: Deliver experiences that customers rave about
- Develop Professional Confidence: Gain tools to handle tough service situations
- Drive Business Success: Increase repeat business and positive word-of-mouth

Target Audience

This program is designed for:

- Frontline customer service representatives
- Call center agents and support staff
- Sales and service team members
- Supervisors and team leaders managing service teams
- Anyone involved in direct customer interactions

Individual Benefits

Key competencies that will be developed include:

- Active listening and empathetic communication
- Managing customer expectations
- Conflict resolution and complaint handling
- Building rapport and customer trust
- Professionalism under pressure

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher customer satisfaction and retention rates
- Improved handling of service challenges and complaints
- Stronger brand reputation through consistent service excellence
- Increased team morale and service effectiveness
- Greater alignment with customer-focused business goals

Instructional Methodology

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

- Interactive Presentations – Foundational concepts and key techniques
- Group Exercises – Practice applying strategies to real-life scenarios
- Role-Playing Activities – Build confidence in handling tough situations
- Case Study Discussions – Learn from successful (and unsuccessful) service examples
- Personal Action Planning – Identify key takeaways to implement immediately

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Course Outline

Training Hours: 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Understanding customer expectations and service standards
- Communicating clearly and positively with customers
- Handling complaints and service recovery
- Dealing with difficult customers and situations
- Going the extra mile to exceed expectations
- Creating a personal action plan for service improvement

Certification

Participants will receive a Certificate of Completion in Critical Elements of Customer Service, validating their enhanced ability to deliver top-tier customer interactions.

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**

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