

## CUSTOMER SERVICE EXCELLENCE: BRAND AMBASSADOR

*“Delivering World-Class Service While Representing Your Brand with Pride”*

### Schedule

Date	Venue	Fees (Face-to-Face)
16 - 19 Jun 2026	Dubai, UAE	USD 2995 per delegate

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

### Introduction

In today’s highly competitive and customer-centric marketplace, service quality is no longer a differentiator—it is an expectation. What sets exceptional organizations apart is their ability to turn every employee into a brand ambassador who delivers consistent, memorable service that reflects the company’s values.

This 4-day course empowers frontline professionals and service teams to embody the brand, elevate customer experiences, and strengthen customer loyalty. Participants will develop core service excellence skills, learn how to handle challenging situations with confidence, and understand how their behavior, tone, and actions directly impact brand perception and reputation.

### Objectives

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

- Deliver consistent, high-quality service across customer touchpoints
- Represent organizational values and brand promise in every interaction
- Use active listening, empathy, and professionalism to build customer trust
- Manage customer complaints and difficult situations effectively
- Develop a personal brand that aligns with organizational expectations

## Why Attend

- Strengthen customer relationships and create lasting positive impressions
- Stand out by delivering service that goes beyond customer expectations
- Transform frontline teams into engaged, empowered brand ambassadors
- Boost confidence in handling diverse customer needs and emotions
- Contribute directly to customer loyalty, reputation, and business growth

## Target Audience

This program is designed for:

- Customer service representatives and agents
- Front desk, reception, and hospitality professionals
- Call center and helpdesk staff
- Relationship managers and client-facing employees
- Anyone responsible for customer interaction and satisfaction

## Individual Benefits

Key competencies that will be developed include:

- Professional communication and service delivery skills
- Emotional intelligence in customer engagement
- Complaint resolution and conflict handling
- Brand-aligned behavior and presentation
- Customer experience (CX) mindset and accountability

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment between service delivery and brand identity
- Higher levels of customer satisfaction and repeat business
- Reduction in service complaints and escalation rates
- Improved team morale and customer-focused culture
- Enhanced reputation through consistent service excellence

## Instructional Methodology

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

- Expert Briefings – Service excellence frameworks and brand alignment
- Interactive Role-Plays – Handling customer scenarios and objections
- Case Studies – Service breakdowns and brand recovery stories
- Behavioral Coaching – Feedback on tone, professionalism, and presence
- Tools & Templates – Service scripts, empathy maps, customer journey guides

## 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: Customer Expectations and Service Mindset (07:30 - 09:30) • Understanding customer needs and service standards • Why service matters to brand reputation
- Module 2: The Role of a Brand Ambassador (09:45 - 11:15) • Connecting personal behavior to brand image • Being the face and voice of the organization
- Module 3: Communication Techniques for Service Professionals (11:30 - 01:00) • Verbal and non-verbal cues, tone, and language • Building rapport and trust
- Module 4: Workshop - Service Behavior Self-Assessment (02:00 - 03:30) • Reflection on current practices and improvement areas

### Day 2: Customer Engagement and Personal Impact

- Module 5: Emotional Intelligence in Customer Interaction (07:30 - 09:30) • Recognizing emotions and managing reactions • Applying empathy and patience in service
- Module 6: Personal Branding and Professional Conduct (09:45 - 11:15) • Consistency in attitude, appearance, and communication • Handling pressure and staying composed
- Module 7: Delivering Personalized and Memorable Experiences (11:30 - 01:00) • Going the extra mile without overspending • Moment of truth and delight creation
- Module 8: Role Play - Engaging Customers with Impact (02:00 - 03:30) • Live practice with feedback

### Day 3: Handling Challenges and Difficult Customers

- Module 9: Managing Complaints and Escalations (07:30 - 09:30) • Complaint lifecycle and service recovery steps • Turning complaints into opportunities
- Module 10: Dealing with Difficult Behavior (09:45 - 11:15) • Staying calm with irate or aggressive customers • De-escalation techniques and language control
- Module 11: Problem Solving and Accountability (11:30 - 01:00) • Ownership, follow-up, and customer confidence • Offering solutions within limits
- Module 12: Workshop - Service Recovery Simulation (02:00 - 03:30) • Group exercise to resolve a real complaint scenario

### Day 4: Sustaining Excellence and Measuring Success

- Module 13: Measuring Customer Satisfaction and Feedback (07:30 - 09:30) • Net Promoter Score (NPS), CSAT, and service KPIs • Using feedback to improve and innovate
- Module 14: Creating a Personal Action Plan (09:45 - 11:15) • Setting service goals and brand impact targets • Professional development planning
- Module 15: Building a Culture of Service Excellence (11:30 - 01:00) • Team collaboration, recognition, and coaching • Embedding service values in daily work
- Module 16: Final Simulation - Deliver the Brand Experience (02:00 - 03:30) • Capstone role-play and peer review

## Certification

Participants will receive a Certificate of Completion in Customer Service Excellence: Brand Ambassador, validating their skills in delivering exceptional service while representing the organization's brand with integrity, confidence, and consistency.

## 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.

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

© 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.