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 & RELATIONSHIP MANAGEMENT

"Build Loyalty, Drive Retention, and Deliver Excellence at Every Touchpoint"

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today's competitive environment, excellent customer service is no longer optional — it's a key differentiator. This course provides professionals with the essential tools, communication skills, and emotional intelligence techniques to build strong customer relationships, manage expectations, and turn service challenges into loyalty opportunities. Participants will explore the core pillars of customer-centric organizations and apply best practices in both B2C and B2B service environments.

Objectives

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

- Understand the psychology of customer behavior and expectations
- Communicate effectively with diverse customer profiles
- Handle complaints and difficult situations professionally
- Build long-term customer loyalty through proactive relationship management
- Design and implement service improvement strategies

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Why Attend

- Learn how to exceed customer expectations consistently
- Improve your conflict resolution and communication techniques
- Gain tools to boost customer satisfaction, retention, and word-of-mouth referrals
- Become a trusted representative of your brand
- Turn customers into long-term advocates

Target Audience

- Frontline service professionals
- Call center agents and supervisors
- Relationship managers and account executives
- Sales and customer success teams
- Public service officers and hospitality staff

Individual Benefits

- Improved customer engagement and empathy skills
- Greater confidence in handling service breakdowns
- Stronger communication and listening skills
- Recognition as a customer-focused professional

Organizational Benefits

- Higher customer retention and satisfaction rates
- Reduced service recovery costs and churn
- Stronger brand reputation
- Increased customer lifetime value

Instructional Methodology

- Interactive role-plays and simulations
- Case studies of real-life service success/failure
- Video analysis of service encounters
- Group discussion and feedback sessions
- Personal action plan development

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Customer Service Excellence

- Module 1 (07:30 – 09:30): The Modern Customer: Expectations, Trends & Mindsets
- Module 2 (09:45 – 11:15): The Pillars of Excellent Service
- Module 3 (11:30 – 01:00): Identifying Moments of Truth & Service Standards

Day 2: Mastering Customer Communication

- Module 4 (07:30 – 09:30): Verbal, Nonverbal & Written Communication
- Module 5 (09:45 – 11:15): Listening Skills & Emotional Intelligence in Service
- Module 6 (11:30 – 01:00): Adapting to Different Customer Profiles & Cultures

Day 3: Relationship Management & Loyalty Building

- Module 7 (07:30 – 09:30): Principles of Customer Relationship Management (CRM)
- Module 8 (09:45 – 11:15): Personalization and Proactive Service Tactics
- Module 9 (11:30 – 01:00): Creating Customer Delight & Long-Term Loyalty

Day 4: Handling Difficult Customers & Service Recovery

- Module 10 (07:30 – 09:30): Managing Complaints with Professionalism
- Module 11 (09:45 – 11:15): De-escalation Techniques & Conflict Resolution
- Module 12 (11:30 – 01:00): The 5-Step Service Recovery Model & Reputation Repair

Day 5: Service Innovation and Personal Action Plan

- Module 13 (07:30 – 09:30): Using Feedback to Drive Service Innovation
- Module 14 (09:45 – 11:15): Aligning Customer Service with Company Strategy
- Module 15 (11:30 – 01:00): Personal Action Plan & Certificate Distribution

Certification

Certificate of Completion Customer Service Excellence Toolkit Personal Customer Service Improvement Plan

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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