MAWA EVENTS

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

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CUSTOMER SERVICE MANAGEMENT

“Deliver Excellence, Build Loyalty, and Create Lasting Customer Relationships.”

Schedule

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

Introduction

In today’s competitive marketplace, superior customer service is the defining factor that separates successful organizations from the rest. The Customer Service Management course is designed to help professionals develop the mindset, skills, and strategies necessary to deliver exceptional service experiences that drive customer satisfaction and long-term loyalty.

This program provides a comprehensive understanding of customer psychology, service quality standards, communication techniques, and complaint management systems. It focuses on empowering participants to take ownership of customer interactions, resolve challenges effectively, and build service excellence into every level of the organization.

Through interactive sessions, real-world case studies, and practical exercises, participants will gain the tools needed to elevate service delivery and establish a customer-centric culture.

Objectives

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

- Understand the principles and importance of customer service management.
- Identify customer needs and expectations effectively.
- Develop communication and interpersonal skills for superior service delivery.
- Handle complaints, feedback, and difficult customers with professionalism.
- Implement strategies for customer retention and loyalty.
- Monitor and improve service performance using measurable standards.
- Create a service-oriented culture within the organization.
- Build confidence in managing internal and external customer relationships.

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Why Attend

Customer expectations are constantly evolving, and organizations must adapt quickly to maintain satisfaction and trust. This course helps you build the competencies and confidence needed to lead a customer-focused approach that enhances your organization's reputation and profitability. It's not just about resolving issues — it's about exceeding expectations and creating memorable experiences that keep customers coming back.

Target Audience

This course is ideal for:

- Customer Service Managers and Executives
- Frontline Staff and Call Center Agents
- Sales and Marketing Professionals
- Relationship Managers and Account Officers
- Administrative and Support Staff
- Team Leaders and Supervisors
- Anyone responsible for managing or improving customer interactions

Individual Benefits

- Strengthen customer communication and service delivery skills.
- Learn to handle complaints and conflicts with professionalism.
- Build confidence in managing diverse customer needs.
- Improve emotional intelligence and empathy in service situations.
- Enhance career opportunities in customer-focused roles.
- Gain the ability to convert dissatisfied customers into loyal advocates.

Organizational Benefits

- Improve customer satisfaction, retention, and brand reputation.
- Develop a consistent and professional service culture.
- Reduce customer complaints and improve operational efficiency.
- Enhance team communication and collaboration.
- Drive repeat business and increase profitability.
- Build long-term trust and credibility with clients.

Instructional Methodology

This course uses a practical and interactive learning approach, including:

- Case studies of successful customer service strategies
- Role-plays and real-life simulation exercises
- Group discussions and problem-solving sessions
- Customer satisfaction measurement techniques
- Self-assessment and behavioral analysis tools
- Continuous feedback and coaching support

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Course Outline

Module 1: Introduction to Customer Service Excellence

Module 2: Understanding Customer Expectations and Behavior

Module 3: Communication Skills for Effective Service Delivery

Module 4: Handling Complaints and Difficult Situations

Module 5: Building Customer Loyalty and Retention Strategies

Module 6: Managing Service Quality and Performance Metrics

Module 7: Emotional Intelligence in Customer Interactions

Module 8: Internal Customer Service and Team Collaboration

Module 9: Creating a Customer-Centric Organizational Culture

Module 10: Action Planning and Continuous Service Improvement

Certification

Upon successful completion, participants will receive a Certificate in Customer Service Management, recognizing their competence in delivering exceptional customer experiences and managing service excellence within their organizations.

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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