MAWA EVENTS

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

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BUILDING AN AWARD WINNING SERVICE CULTURE

"Create a Customer-Centric Organization That Delights, Retains, and Inspires Loyalty."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's competitive business environment, exceptional service is a key differentiator. Organizations that cultivate a strong service culture consistently exceed customer expectations, drive loyalty, and achieve recognition for excellence.

The Building an Award-Winning Service Culture course equips participants with strategies, frameworks, and practical tools to embed a customer-centric mindset across all levels of the organization. Participants will learn how to inspire employees, design service standards, and create memorable experiences that strengthen brand reputation.

Objectives

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

- Understand the principles of a customer-centric service culture.
- Develop strategies to foster employee engagement and service ownership.
- Design and implement service standards and excellence programs.
- Identify key drivers of customer satisfaction and loyalty.
- Handle customer challenges and complaints effectively.
- Align organizational processes and policies to support service excellence.
- Measure and track service performance for continuous improvement.
- Inspire a culture of recognition, accountability, and award-winning service.

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Why Attend

This course is essential for managers, team leaders, and professionals responsible for customer service, operations, or organizational culture. Participants will gain actionable skills to create a service-oriented environment that consistently delivers superior customer experiences and earns industry recognition.

Target Audience

This course is suitable for:

- Customer Service Managers and Teams
- Operations Managers and Supervisors
- Team Leaders and Department Heads
- Human Resources and Training Professionals
- Business Leaders and Entrepreneurs
- Professionals seeking to enhance organizational service culture

Individual Benefits

- Gain practical knowledge to drive service excellence in your team or department.
- Learn to engage and motivate employees to deliver superior service.
- Improve problem-solving and complaint-handling skills.
- Enhance personal leadership and influence in creating a service-oriented culture.
- Build professional credibility and ability to lead organizational change.
- Learn to implement measurable strategies for service improvement.

Organizational Benefits

- Foster a customer-centric culture across all levels of the organization.
- Increase customer satisfaction, loyalty, and retention.
- Enhance employee engagement, ownership, and accountability.
- Reduce service failures, complaints, and operational inefficiencies.
- Build a brand reputation recognized for service excellence.
- Support sustainable growth through consistent, high-quality customer experiences.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on service culture principles and frameworks
- Case studies of award-winning service organizations
- Workshops on designing service standards and excellence programs
- Group exercises for problem-solving and handling challenging customer scenarios
- Role-playing exercises to practice communication, engagement, and recognition techniques
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Service Culture and Its Importance

Module 2: Principles of Customer-Centric Organizations

Module 3: Engaging and Motivating Employees for Service Excellence

Module 4: Designing Service Standards and Policies

Module 5: Handling Complaints, Challenges, and Difficult Customers

Module 6: Building Processes that Support Service Excellence

Module 7: Recognition, Rewards, and Reinforcement Strategies

Module 8: Measuring Service Performance and Customer Satisfaction

Module 9: Continuous Improvement and Benchmarking Against Award-Winning Practices

Module 10: Capstone Exercise – Designing a Service Culture Transformation Plan

Certification

Upon successful completion, participants will receive a Certificate in Building an Award-Winning Service Culture, validating their expertise in creating a customer-focused, service-oriented organization that consistently delivers exceptional experiences.

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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