

## 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.

## 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

### 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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