MAWA EVENTS

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

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CUSTOMER SERVICE EXCELLENCE – ILM ENDORSED

"Delivering World-Class Service That Builds Loyalty, Trust, and Long-Term Success."

Schedule

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

Introduction

In today's highly competitive business environment, customer service is not just a department—it's the face of the brand. Every customer interaction presents an opportunity to enhance satisfaction, strengthen loyalty, and create positive brand perception. Exceptional service goes beyond solving problems; it's about exceeding expectations, anticipating needs, and consistently delivering value.

The Customer Service Excellence – ILM Endorsed program equips professionals with the essential mindset, communication skills, and service strategies to deliver outstanding customer experiences. Participants will learn how to manage challenging interactions, build empathy, enhance professionalism, and represent their organization with confidence and excellence.

Endorsed by the Institute of Leadership and Management (ILM, UK), this course combines practical tools with international standards in customer care and service quality.

Objectives

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

- Understand the core principles and impact of excellent customer service.
- Develop a customer-centric mindset across all service channels.
- Communicate effectively and empathetically with diverse customer groups.
- Handle complaints, objections, and difficult situations professionally.
- Build and maintain strong, long-term customer relationships.
- Measure customer satisfaction and implement improvement strategies.
- Represent the organization's brand image through consistent service excellence.

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Why Attend

Customer service professionals are the ambassadors of every successful organization. This ILM-endorsed course provides participants with globally recognized techniques and standards to deliver exceptional customer care. It helps transform customer-facing teams into confident, empathetic, and results-driven service champions who enhance both customer satisfaction and organizational reputation.

Target Audience

This course is ideal for:

- Customer Service Representatives and Call Centre Agents
- Frontline Staff and Receptionists
- Sales and Account Executives
- Team Leaders and Supervisors in Customer-Facing Roles
- Customer Relationship Managers
- Anyone responsible for delivering customer support or service

Individual Benefits

- Build confidence in managing diverse customer interactions.
- Strengthen interpersonal and communication skills.
- Learn proven techniques to handle challenging customers.
- Enhance emotional intelligence and empathy in service delivery.
- Gain ILM-endorsed certification to boost professional credibility.
- Improve personal effectiveness and customer impact.

Organizational Benefits

- Enhance customer satisfaction, retention, and brand reputation.
- Foster a culture of excellence and accountability across service teams.
- Reduce customer complaints and improve service consistency.
- Increase loyalty through personalized, high-quality customer engagement.
- Build a motivated workforce aligned with service excellence standards.

Instructional Methodology

This interactive and practical program uses a combination of:

- ILM-endorsed training materials and case studies
- Group discussions and real-life service simulations
- Role-playing and experiential exercises
- Video-based analysis of effective customer interactions
- Individual coaching and feedback sessions
- Continuous assessment through practical demonstrations

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Course Outline

Module 1: The Importance and Impact of Customer Service Excellence

Module 2: Understanding Customer Needs, Expectations, and Emotions

Module 3: The Art of Professional and Positive Communication

Module 4: Active Listening, Empathy, and Problem-Solving Skills

Module 5: Handling Complaints and Turning Challenges into Opportunities

Module 6: Building Lasting Customer Relationships

Module 7: Teamwork and Service Coordination Across Departments

Module 8: Measuring Service Quality and Customer Feedback Systems

Module 9: Developing a Customer-Centric Mindset and Behavior

Module 10: Action Planning for Continuous Service Improvement

Certification

Upon successful completion, participants will receive an ILM Endorsed Certificate in Customer Service Excellence from the Institute of Leadership and Management (UK), recognizing their achievement in mastering advanced customer service principles and practices.

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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