

## **Customer Service Training Course**

### **Overview**

This course equips participants with the essential skills to deliver outstanding customer service across all channels. Through practical activities and real-life scenarios, trainees will learn effective communication, active listening, empathy, and how to handle complaints and difficult situations professionally.

Ideal for front-line staff and anyone interacting with customers, the course focuses on creating positive customer experiences that build trust, loyalty, and long-term business success.

### **Target Audience**

Corporate sector employees, front-desk professionals, sales & marketing teams, admin & support staff, and customer care representatives.

### **Training Duration**

- **Standard Course:** 8 hours

### **Course Objectives:**

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

- Understand the principles and importance of excellent customer service.
- Communicate professionally and empathetically with customers.
- Handle complaints and difficult situations effectively.
- Develop emotional intelligence and positive attitude in service.
- Deliver consistent customer experience across channels.

## **Module-Wise Breakdown**

### **Module 1: Introduction to Customer Service**

- What is Customer Service?
- Importance of Service Excellence in Dubai's Corporate Environment
- First Impressions: Impact and Importance
- Difference Between Service and Experience
- Case Study: "Service Expectations in Multicultural Dubai"

### **Module 2: Professional Communication Skills**

- Verbal, Non-verbal & Written Communication
- Politeness Strategies & Customer Etiquette
- Phone Etiquette & Email Etiquette
- Greeting Customers Professionally
- Vocabulary & Phrases for Customer Interaction

### **Module 3: Understanding Customer Expectations**

- Customer Needs vs Wants
- Types of Customers (Internal & External)
- Customer Journey Mapping
- Creating Memorable Service Moments

### **Module 4: Handling Difficult Customers & Complaints**

- Why Customers Complain
- Complaint Resolution Process
- CALM & LEARN Methods

- De-escalation Techniques
- Empathy and Active Listening in Conflict

### **Module 5: Customer Relationship Management (CRM) Basics**

- Understanding CRM and its Role
- Building Long-Term Customer Relationships
- Personalizing the Customer Experience
- CRM Tools and Data Handling Etiquette

### **Module 6: Cultural Sensitivity and Emotional Intelligence**

- Cultural Expectations in Dubai's Diverse Workforce
- Cross-Cultural Communication
- Emotional Intelligence at the Service Desk
- Respect, Patience, and Positivity in Corporate Interactions

### **Module 7: Service Delivery Across Channels**

- In-Person, Phone, Email, Live Chat, Social Media
- Best Practices for Multichannel Service
- Online Chat Etiquette and Automation Handling
- Consistency Across All Customer Touchpoints

### **Module 8: Excellence and Going the Extra Mile**

- Anticipating Customer Needs
- Proactive vs Reactive Service
- Going Beyond Expectations
- Case Study: "Turning Complaints into Opportunities"

### **Additional Training Activities**

- Customer Service Role-Plays & Scripts
- Listening & Empathy Exercises
- Tone of Voice Practice
- Positive Language Building
- Live Call Simulations
- Customer Feedback Analysis Tasks
- Group Discussions & Team-Based Challenges

### **Assessment & Certification**

- Pre & Post Assessments (MCQs, Scenario Questions)
- Participation in Activities and Simulations
- Final Presentation: “My Customer Service Strategy”
- Certificate of Completion

### **Key Features of Elegant Training Center**

- Industry-Relevant & Practical Training Programs
- Certified Trainers with Global Corporate Experience
- Customized Corporate Training Solutions
- Interactive and Activity-Based Learning Approach
- Multilingual & Culturally Inclusive Training Delivery
- Modern Training Facilities with Advanced Technology
- Internationally Recognized Certifications
- Strong Track Record with Reputed Corporate Clients
- Personalized Learner Support & Post-Training Follow-up