



Website : www.bcdbh.org

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Beyond Customer Service: Service Quality and Excellence

Date	Venues	(\$)Fees	Book your seat
14 Dec -18 Dec 2025	Kuala Lumpur	3150	Register Now

Course Overview

Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This dynamic, 5-day course gives customer service professionals the communication skills, technology tools, and motivation they require to build strong customer relationships and develop a customer centric organisation.

Course Objective

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

Who Should Attend?

- Customer service representatives
- Team supervisors
- Department managers
- Account managers
- Field service representatives

Course Outline

The Building Blocks of a Customer Centric Organisation

Developing a Top-Down Customer-centric Culture

Responding to the Voice of the Customer

Measuring and Monitoring Customer Satisfaction

Leading the Way to Customer Service Excellence!

Training Methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities



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- Case Studies
- Workshops
- Games & Role plays