



Customer Experience Excellence

Every role within an organization contributes to the customer's experience—whether serving external clients, internal partners, or colleagues. From front-line interactions to behind-the-scenes support, the quality of these interactions directly influences trust, satisfaction, and organizational success.

This workshop equips participants with practical tools to deliver exceptional customer experience. Participants strengthen communication skills, manage challenging interactions, and build lasting customer relationships that support organizational success.

Workshop Objectives:

- Recognize their role in customer experience, including both internal and external customer relationships.
- Apply a service mindset that prioritizes professionalism, empathy, and responsiveness in every interaction.
- Communicate clearly and effectively with customers in person and over the phone to build trust and understanding.
- Manage difficult or challenging customer situations with confidence, respect, and problem-solving focus.
- Identify customer needs and expectations to deliver timely, effective, and value-driven solutions.
- Strengthen customer relationships through consistent service behaviors that encourage loyalty and repeat business.
- Demonstrate behaviors that positively influence customer perception, satisfaction, and organizational reputation.



Course Outline:

Module One: Getting Started

Module Two: Who We Are and What We Do

Module Three: Establishing Your Attitude

Module Four: Identifying and Addressing Their Needs

Module Five: Generating Return Business

Module Six: In-Person Customer Service

Module Seven: Giving Customer Service over the Phone

Module Eight: Providing Electronic Customer Service

Module Nine: Recovering Difficult Customers

Module Ten: Understanding When to Escalate

Module Eleven: Ten Things You Can Do to WOW

Every Time

Module Twelve: Wrapping Up