

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