

# CUSTOMER SERVICE EXCELLENCE

## Creating Exceptional Experiences

US 114974 / NQF Level 2 / 2 Credits

***"Building a good customer experience does not happen by accident. It happens by design."  
— Clare Muscutt***

The principles of great customer service are widely known, yet customers across industries still report high levels of dissatisfaction due to poor service experiences. Why? Because knowing what good service looks like isn't enough - it's about doing it consistently, with attention, care, and commitment.

This course is designed to move participants from awareness to action. It's about delivering customer service with intention - recognising the customer's needs, paying attention to the details, and taking pride in creating positive experiences.

By the end of this course, you will not only understand what great customer service looks like, you will also have the skills, confidence, and mindset to consistently deliver it - shifting from delivering average service to truly excellent service. Whether you engage with customers face-to-face, over the phone, or behind the scenes, you play a role in shaping the customer experience and contributing to business success.

### **WHO SHOULD ATTEND**

- Anyone who interacts with customers at any level
- Employees across all departments looking to contribute to a customer-focused culture
- Leaders and managers seeking to reinforce service excellence within their teams

### **HOW YOU WILL BENEFIT**

- Recognise the value of a customer and take responsibility for every interaction, regardless of your role
- Develop a customer-centric mindset that enhances company culture and drives success
- Master accountability - learn how to own mistakes, resolve issues effectively, and rebuild customer trust
- Anticipate customer needs and proactively go beyond expectations to create memorable experiences

One-day course 08:30 - 16:00

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## **WHAT WILL BE COVERED**

### **The essentials of Customer Service**

- What exceptional customer service looks like and why it is critical to business success
- Aligning behaviour and service delivery with company values and promises
- The importance of internal customer service - serving colleagues to strengthen overall service culture

### **Engaging with your customer**

- Listening and questioning techniques to accurately identify customer needs
- Recognising and adapting to different customer behaviours and personalities
- Building authentic connections with customers through empathy and engagement
- Communicating with professionalism and respect across various channels: choice of words, etiquette, and body language

### **Handling customer needs with confidence**

- Effectively managing queries and complaints with a solution-oriented mindset
- Techniques for calming angry or frustrated customers while maintaining professionalism
- Best practices for processing and resolving issues efficiently