



## 5-STAR CUSTOMER SERVICE EXCELLENCE

**Certificate of Completion: 5-Star Customer Service Excellence**

**Course Code: M005/25**

**Duration:** 4 Hours

**Delivery Format:** Hybrid

**Target Audience:**

Those involved in hospitality, marketing, sales, front-line and customer-support as well as everyone who has a stake in the organization's top line revenue growth and its sustainability.

**Program Outcomes:**

Upon completion of the 5-Star Customer Service Excellence course, participants will be able to:

- Improve their skills to provide excellent service to customers.
- Perform better in their respective customer service roles.
- Apply learned techniques and habits in real-world customer service scenarios.
- Ensure customer satisfaction.
- Effectively utilize listening, speaking, and problem-solving skills to build strong customer relationships.

### Detailed Syllabus

#### Module 1: Interpersonal Communication

**Outcome:** Participants will be able to enhance their communication skills to build rapport and credibility with customers.

**Topics:**

- Building credibility
- The 4 Quadrants
- Our communication style
- Other styles
- Shifting into positive action

**Activities:**

- Telephone role-playing, analyzing communication styles.

**Assessments:**

- Evaluation of telephone skills, scenario-based responses.

## **Module 2: The 5-Star Customer Service Cycle**

**Outcome:** Participants will be able to understand and apply a framework for delivering exceptional customer service experiences.

**Topics:**

- The most beautiful word
- The SMILES process
- Getting things done the customer's way
- The elephant in you
- Promising promises

**Activities:**

- Applying SMILES to scenarios, empathy mapping.

**Assessments:**

- Case study analysis using SMILES, developing empathy-based solutions.

## **Module 3: Dealing with Difficult Customers**

**Outcome:** Participants will be equipped with strategies for effectively managing challenging customer interactions.

**Topics:**

- Type of difficult customers
- The LIAR Model
- Saying the right things
- Finding the best moment

- Dealing with emotions

**Activities:**

- Role-playing difficult customer scenarios, practicing de-escalation.

**Assessments:**

- Evaluation of handling difficult scenarios, developing complaint resolution strategies.

## **Module 4: Handling Customer Complaints**

**Outcome:** Participants will be able to use a structured approach to resolve customer complaints and turn them into opportunities.

**Topics:**

- Types of complaints
- The EASE Model
- Complaint channels
- Service level agreements
- Complaints to advantages

**Activities:**

- Analyzing complaints using PROCESS, developing service recovery plans.

**Assessments:**

- Applying PROCESS to case studies, evaluating service recovery plans.