



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.