

# **CUSTOMER EXPERIENCE MINDSET AND SKILLS**

## **Certificate of Completion in Customer Experience Excellence**

**Course Code: M037/25**

**Duration:** 2 Days

**Delivery Format:** Hybrid

**Target Audience:**

- All levels of employee

**Program Outcomes:**

Upon completion of this program, participants will be able to:

- Understand the importance of attitude and mindset in shaping customer experiences and will cultivate a positive and proactive approach to customer service.
- Acquire in-depth knowledge of their products or menus, enabling them to confidently provide recommendations and enhance customer satisfaction.
- Demonstrate empathy, understand customer perspectives, and build rapport and trust through effective communication.
- Master communication techniques, including active listening, rapport building, and the L.I.S.T. process, and adapt their communication style for various channels, including phone interactions.
- Understand the impact of body language and utilize confident and professional non-verbal communication in customer interactions.
- Gain strategies for managing their own emotions and effectively addressing challenging or angry customer interactions.
- Develop practical skills and confidence in handling a wide range of typical and complex service scenarios in a restaurant or lounge setting.

### **Detailed Syllabus**

#### **Module 1: Attitude & CX Mindset**

**Outcome:** Participants will understand the foundational attitudes and mindsets required for delivering positive customer experiences and the impact of their approach.

**Topics:**

- Icebreaker "What's Your Best Journey?"

- Mindset Matters "Being Part of the Journey"
- Customer Interaction Basics "Speak with Confidence"
- Final Takeaways & Motivational Wrap-Up

**Activities:**

- The 'Silent Server' Challenge
- Icebreaker activity involving sharing positive journey experiences.

**Assessments:**

- Observation of participation in discussions and activities.
- Short reflection exercise on personal mindset and its impact on customer interactions

**Module 2: Know your Product**

**Outcome:** Participants will gain comprehensive knowledge of the menu and understand how to use this knowledge to enhance customer satisfaction and drive sales through confident recommendations.

**Topics:**

- How menu knowledge impacts customer satisfaction and sales
- Real-life examples of great vs. poor menu knowledge
- Breakdown of menu sections (appetizers, main courses, beverages, desserts)
- How to confidently make recommendations.

**Activities:**

- Group exercises analyzing the impact of menu knowledge on customer scenarios.
- Role-playing making menu recommendations.

**Assessments:**

- Quiz on menu items and ingredients
- Evaluation of menu recommendations during role-playing

**Module 3: Empathy - Putting Emotional Intelligence to work**

**Outcome:** Participants will be able to apply emotional intelligence, particularly empathy, to understand customer perspectives and build trust through effective communication.

**Topics:**

- Build empathy in customer interactions
- Understanding customer's perspective, emotions, wants and needs

- Demonstrating empathy through verbal and non-verbal statement
- Learning to use empathetic dialogue to develop trust.

**Activities:**

- Role-playing scenarios emphasizing empathetic communication.
- Group discussions on developing trust through dialogue.

**Assessments:**

- Observation of empathetic communication during role-playing.
- Short written analysis of customer scenarios from an empathetic perspective

**Module 4: Effective communication in customer interactions**

**Outcome:** Participants will master effective communication techniques, including rapport building and the L.I.S.T. process, and adapt their communication for phone interactions.

**Topics:**

- Rapport Building Communication Flow
- The L.I.S.T. Process (Acknowledge, Probe, solve)
- Identifying actual customer complaint scenarios
- Communicating without body language through phone
- Articulate speaking
- Mastering and applying voice characteristics
- Tone, pitch, rate of speech and volume

**Activities:**

- Role-playing rapport-building scenarios.
- Practice sessions using the L.I.S.T. process for various customer issues.

**Assessments:**

- Evaluation of communication skills during role-playing, including phone scenarios.
- Application of the L.I.S.T. process in simulated customer interactions.

**Module 5: Effective body language in restaurant and lounge customer service**

**Outcome:** Participants will understand the impact of body language on customer perception and be able to utilize positive and confident body language in various service scenarios, including challenging ones.

**Topics:**

- Importance of Body Language in Customer Service - First Impression Matters
- Welcoming Gestures
- Mirroring & Active Listening
- Confident vs. Closed Body Language
- Body Language in Difficult Situations

**Activities:**

- Exercises practicing confident and open body language.
- Role-playing scenarios focusing on body language in difficult situations.

**Assessments:**

- Observation of body language during role-playing.
- Identification of effective and ineffective body language in given scenarios.

**Module 6: Dealing with difficult or angry customer situations**

**Outcome:** Participants will learn strategies for understanding the root causes of customer anger and effectively managing both their own and the customer's emotions in difficult situations.

**Topics:**

- Why do customers get angry?
- Managing / filtering our own emotions
- Managing the customer's emotions - A structured approach

**Activities:**

- Role-playing dealing with angry customers using a structured approach.
- Exercises focusing on emotional regulation techniques.

**Assessments:**

- Evaluation of de-escalation techniques during role-playing.
- Short written response outlining a structured approach to handling an angry customer.

**Module 7: Mastering common restaurant & lounge service scenarios**

**Outcome:** Participants will develop practical skills and confidence in handling a variety of common and challenging service scenarios specific to the restaurant and lounge environment.

**Topics:**

- The Rushed Passenger
- The First-Time Visitor

- The Dissatisfied Customer
- The Dietary Restriction Request
- The Large Group with Special Requests
- The VIP Guest
- The Family with Young Children
- The Language Barrier Challenge
- The Customer Who Wants Something Not on the Menu
- The Last-Minute Order Before Closing

**Activities:**

- Role-playing various service scenarios listed.
- Group problem-solving exercises for each scenario.

**Assessments:**

- Evaluation of performance during role-playing in different scenarios.
- Short written solutions for specific service challenges.