

Strengthen Customer Service & Build Lasting Customer Loyalty

A practical and interactive training programme designed to strengthen customer communication, service mindset and professional accountability in corporate environments.

Participants develop the skills to manage everyday client interactions, handle challenging situations professionally and contribute to customer satisfaction and long-term loyalty.

Programme Objective

Enable participants to deliver consistent, professional and high-quality customer service aligned with company standards and client expectations.

Learning Outcomes

By the end of the programme, participants will be able to:

- Understand their impact on the overall customer experience
- Communicate with clarity, confidence and empathy
- Handle complaints and difficult conversations professionally
- Add value in every client interaction
- Contribute to customer satisfaction and long-term loyalty.

Course Content

I. Understanding Customer Service Excellence

- What customer service really means within the organisation
- Self-reflection: expectations vs current practices
- Why service quality matters

II. Delivering a Positive Customer Experience

- Understanding customer expectations
- Managing everyday interactions professionally
- Communicating with empathy and confidence
- Building trust through consistent behaviour

III. Managing Complaints & Difficult Situations

- Recognising signs of dissatisfaction
- Active listening and emotional control
- De-escalation techniques
- Turning complaints into opportunities

IV. Creating Loyal & Satisfied Customers

- Moving from “service” to “experience”
- Delivering added value in every interaction
- Contributing to long-term customer relationships

Training Approach

- Needs analysis
- Interactive workshops and real-life scenarios
- Practical tools and structured feedback

Target Audience

Customer-facing professionals, support teams and supervisors.

Format & Duration

Flexible format aligned with operational needs. (Recommended: 12 hours – 4 sessions of 3 hours or 2 full days)

Trainer

Claudia Lebon

Corporate Language, Communication & Soft Skills Trainer