

Driving Business Growth through Customer-Centric Excellence

7 – 11 June 2027
Kuala Lumpur

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Ref: 36031_3450 **Date:** 7 – 11 June 2027 **Location:** Kuala Lumpur **Fees:** 5200 Euro

Customer Centricity & Customer Service Masterclass Overview:

Welcome to the Customer Centricity & Customer Service Masterclass, an intensive training program designed to enhance your customer service skills and cultivate a customer-focused mindset. This course is specifically tailored for individuals and teams seeking to excel in delivering exceptional customer experiences and drive customer satisfaction.

Throughout this masterclass, you will gain a deep understanding of what it means to have a customer service mindset and how it influences organizational success. We will explore the key principles of customer-centric organizations and provide you with advanced customer service skills necessary for achieving excellence in customer interactions.

Target Audience:

- Customer service representatives
- Frontline staff
- Team leaders and managers
- Sales professionals

Skills Gaps or Career Milestones:

- Developing a customer service mindset
- Enhancing customer service skills
- Managing customer satisfaction
- Creating a customer-focused organization

Targeted Organizational Departments:

- Customer service department
- Sales and marketing department
- Operations department
- Leadership and management teams

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Targeted Industries:

- Retail and e-commerce
- Hospitality and tourism
- Financial services
- Healthcare
- Telecommunications

Course Offerings:

- Understanding and cultivating a customer service mindset
- Strategies for managing and improving customer satisfaction
- Advanced customer service skills and techniques
- Creating a customer-focused organization
- Performance reviews with a customer focus

Training Methodology:

The training methodologies employed in the Customer Centricity & Customer Service Masterclass ensure an engaging and effective learning experience. Participants will benefit from a variety of learning methods, including:

- Interactive sessions: Engaging discussions and activities to promote active participation and understanding.
- Case studies: Analyzing real-world scenarios to enhance problem-solving skills and critical thinking.
- Group work: Collaborative exercises to foster teamwork and shared learning.
- Feedback sessions: Constructive feedback from instructors and peers to facilitate growth and improvement.
- Practical exercises: Hands-on activities to apply learned concepts in simulated customer service situations.

Course Toolbox:

- Detailed workbooks
- Recommended reading materials
- Interactive online resources
- Case studies and real-life examples
- Templates and checklists

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Course Agenda:

Day 1: Customer Service Mindset Development

- **Topic 1:** Understanding the Importance of a Customer Service Mindset
- **Topic 2:** Cultivating a Customer-Focused Organization
- **Topic 3:** Performance Reviews with a Customer Focus
- **Reflection & Review:** Consolidating the day's learnings and key takeaways

Day 2: Strategies for Managing Customer Satisfaction

- **Topic 1:** Implementing Customer-Centric Training Programs
- **Topic 2:** Techniques for Enhancing Customer Satisfaction
- **Topic 3:** Building a Customer-Focused Culture
- **Reflection & Review:** Reflecting on the day's learnings and reinforcing important concepts

Day 3: Advanced Customer Service Skills and Techniques

- **Topic 1:** Mastering Advanced Customer Service Skills
- **Topic 2:** Effective Communication for Customer Success
- **Topic 3:** Resolving Challenging Customer Situations
- **Reflection & Review:** Reviewing and reinforcing key learnings of the day

Day 4: Creating a Customer-Centric Organization

- **Topic 1:** Leveraging Technology for Enhanced Customer Service
- **Topic 2:** Designing Personalized Customer Experiences
- **Topic 3:** Strategies for Continuous Improvement of Customer Satisfaction
- **Reflection & Review:** Reflecting on the day's content and reviewing important insights

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Day 5: Customer Service Masterclass

- **Topic 1:** Applying Customer Service Best Practices
- **Topic 2:** Empowering Employees for Exceptional Customer Service
- **Topic 3:** Creating a Customer-Centric Service Recovery Process
- **Reflection & Review:** Summarizing key learnings and concluding the masterclass

How This Course is Different from Other Customer Service Courses:

The Customer Centricity & Customer Service Masterclass stands out from other customer service courses in several unique ways:

1. **Comprehensive Focus:** This masterclass goes beyond basic customer service training by providing a comprehensive focus on developing a customer service mindset, advanced customer service skills, and strategies for managing and improving customer satisfaction. It covers a wide range of topics to ensure participants acquire a holistic understanding of customer-centric practices.

2. **Performance Reviews with a Customer Focus:** Unlike many courses, our masterclass specifically addresses the integration of customer focus into performance reviews. Participants will learn how to evaluate and reward customer-centric behaviors, aligning individual performance with the organization's customer service objectives.

3. **Customer-Focused Organizational Strategies:** This course dives deep into creating a customer-focused organization. Participants will gain insights into building a customer-centric culture, implementing training programs, leveraging technology, and designing personalized customer experiences. It equips participants with the knowledge and tools to transform their organizations into customer-focused powerhouses.

4. **Advanced Techniques and Skills:** The masterclass offers advanced customer service techniques that go beyond the basics. Participants will learn effective communication strategies, how to resolve challenging customer situations, and master advanced service skills that set them apart from the competition.

5. **Masterclass Format:** The Customer Centricity & Customer Service Masterclass takes a dynamic and immersive approach to learning. It incorporates interactive sessions, group work, case studies, and real-life examples to create an engaging and practical learning experience. Participants will receive feedback and guidance from experienced instructors, ensuring they can apply their learnings effectively.

In summary, this masterclass provides a comprehensive, advanced, and immersive learning experience, empowering participants to excel in customer service, lead customer-focused organizations, and deliver exceptional customer experiences.