

CUSTOMER SERVICE AND HOSPITALITY

Mastering Customer Service

The core skills every customer-facing employee needs. Over seven weeks your team builds clear communication, active listening, problem-solving and empathy, then practises them on real customer scenarios.

LENGTH	SESSIONS	HOURS	FORMAT	PRICE
7 weeks	21	21	Live online or at your workplace	\$1,470 Per person, plus tax

What your team will learn

- Communicate clearly with customers, in words and body language
- Identify a customer's problem and work through it to a solution
- Listen actively and handle questions and requests with confidence
- Stay calm and show empathy when a situation gets difficult

Week by week

WEEK

1

Customer service basics

- Session 1 **Why customer service matters**
The difference good service makes to customers and to the business.
- Session 2 **Communication basics**
The building blocks of clear, effective communication with customers.
- Session 3 **Building rapport**
Simple ways to put customers at ease and start on a good footing.

WEEK

2

Communication skills

- Session 4 **Active listening**
Techniques for listening closely, so customers feel heard and you get the details right.
- Session 5 **Words and body language**
How tone, words and nonverbal signals shape the way customers read you.
- Session 6 **Questions and requests**
Handling customer inquiries and requests smoothly from start to finish.

WEEK

3

Solving customer problemsSession 7 **Finding the real issue**

Identifying what is actually bothering a customer, and what they are worried about.

Session 8 **Working out a solution**

Analyzing the problem and weighing the options for fixing it.

Session 9 **Following through**

Putting the solution into action so the problem stays resolved.

WEEK

4

Empathy and understandingSession 10 **Why empathy matters**

The role empathy plays in every good customer interaction.

Session 11 **In the customer's shoes**

Seeing the situation from the customer's side before you respond.

Session 12 **Difficult situations**

Using empathy to keep a tense or difficult situation calm and moving forward.

WEEK

5

Real-world scenariosSession 13 **Case studies and role-plays**

Practising the skills so far on realistic customer situations.

Session 14 **Learning from success stories**

What great customer service looks like in practice, and what your team can borrow.

Session 15 **Common challenges**

Working through the challenges that come up most often with customers.

WEEK

6

Lasting customer relationshipsSession 16 **Trust and loyalty**

Building the trust that turns a customer into a loyal one.

Session 17 **Managing expectations**

Setting expectations customers can count on, and meeting them.

Session 18 **Positive experiences**

Shaping each interaction so customers leave with a good impression.

WEEK

7

Review and applicationSession 19 **Looking back**

Reflecting on what each person has learned and how far they have come.

Session 20 **Applying it in your role**

Bringing the skills into each person's own job and daily routine.

Session 21 **Personal action plan**

Each person sets out a plan to keep improving after the course.

How the sessions work

Role-plays

Practise real customer conversations in role-playing exercises.

Practical exercises

Hands-on exercises that build each skill step by step.

Case studies

Real-world scenarios and success stories to learn from.

Group discussions

Share experiences and work through common customer challenges together.

Who it's for

- New staff starting in a customer-facing role
- Front-line teams at reception, in retail or on the phones
- Employers who want everyone serving customers to share the same core skills

Book this course for your team

At your workplace or online. We'll send a written quote and dates that suit your team.

(548) 490-4384

david@davidstraining.com

davidstraining.com