

# THE LANGUAGE OF CUSTOMER SERVICE

**DATE:** 6-7 April / 28-29 August / 20-21 December 2023  
**FEE:** RM830

**DURATION:** 2 Days  
**HRD CORP SCHEME:**  
HRD Corp Claimable Courses

## PROGRAM OVERVIEW

When it comes to dealing with customers, it's as much about what you say as how it is you say it. Learn how to engage customers even in the most awkward situations through the customer service language. Build up confidence in handling difficult conversations with customers, and how to make the most positive and engaging impact upon them.

When your staffs are trained in this crucial area, their confidence in handling customers especially difficult customers will be boosted. They will be able to engage the customers professionally in customer service language.

### LEARNING OUTCOMES

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

- Adept at using customer service language to build rapport with customers
- Draw up a list of customer service phrases for the intended audience
- "Think on your feet" and to react positively to different customer situations
- Be better prepared to handle difficult customer conversations with confidence

### METHODOLOGY

- Interactive Session
- Case Study
- Role Play
- Game / Quizzes

### WHO SHOULD ATTEND

- Executive/Supervisory
- Non-Executive

## FACILITATOR

### Mauricia Lam

Mauricia has a strong background in the training sphere, both locally and internationally. She has served in various capacities (trainer and managing) across retail, healthcare, and more since 2006. Her combined background in sales and marketing along with training has seen her train thousands of entrepreneurs, consultants and speakers in the MLM industry, through leadership, teamwork, customer service, adaptability and more programs.

## PROGRAM CONTENT

### Module 1

Identifying our customers

- Who are our customers?
- Types of customers and their communication styles

### Module 2

Building Rapport with Customers

- Importance of rapport building in conversations
- Communication process
- Reading customer's non-verbal cues
- Active listening and questioning
- Rapport building

### Module 3

How and What to Say

- Words, tone and body language that WOW the customers
- Words, tone and body language that inflict pain on the customers

### Module 4

Scripting the Language to Customers

- Positive and negative language
- Basic language fundamentals

### Module 5

Dealing with Specific Customers Situation

## PROGRAM SCHEDULE

### Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 ( <i>Continue</i> )
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 2 ( <i>Continue</i> )
		<b>End of the day</b>

### Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 4 ( <i>Continue</i> )
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 5
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 5 ( <i>Continue</i> )
		<b>End of the day</b>

