

# Customer Service Excellence Workshops



Face to face  
Instructor-Led Training

HRD Corp registered training program ID: 1000158746



*Service Excellence:  
Your Competitive Edge!*



17 & 18 APR 2025  
(THU & FRI)



9:00 AM  
5:00 PM



Jazz Hotel,  
Penang



**Register Now!**



[www.progresslink.com.my](http://www.progresslink.com.my)

# "Transforming Service into Excellence!"



## Course Overview

In today's fast-paced business world, customer expectations are higher than ever, making exceptional service a critical driver of success. Companies that go above and beyond to exceed customer expectations not only build loyalty but also gain a competitive edge. In fact, many customers now prioritize a positive service experience over low prices, turning customer service excellence into a powerful and profitable strategy.

However, while many businesses claim to prioritize their customers, few truly understand what it takes to deliver on that promise. Poor customer service—whether due to rude staff, long wait times, or inadequate training—can tarnish a company's reputation and drive customers away. The golden rule remains: "The customer is always right," even when they're not. Mastering the dos and don'ts of customer care is essential, as it can make or break a business. Moreover, exceptional service can no longer be confined to a single department—it must be embedded into the DNA of the entire organization.

This two-day, highly interactive workshop equips participants with the skills, tools, and techniques needed to elevate their customer service performance. Through engaging activities, real-world scenarios, and practical strategies, participants will learn to identify and meet customer expectations effectively, develop a positive service attitude, and project a professional image. They will gain confidence in handling difficult customers, managing complaints, and setting high service standards aligned with organizational goals.

This workshop also focuses on building customer-centric teams, fostering collaboration and trust, and motivating employees to deliver exceptional service. Participants will explore how to turn challenges into opportunities and implement actionable strategies to create a culture of service excellence.

By the end of the workshop, they will be equipped to assess their current performance, enhance their competencies, and drive long-term success through memorable customer experiences.



## Learning Outcomes

By the end of this workshop, participants will be able to:

- ✓ Understand the impact of exceptional customer service on business success and customer loyalty.
- ✓ Identify and meet customer expectations by applying the 5 key elements: *Reliability, Responsiveness, Reassurance, Empathy, and Tangibles*.
- ✓ Demonstrate the SMILE approach and adopt a friendly, "ready to help" attitude in customer interactions.
- ✓ Communicate professionally, manage complaints with empathy, and handle difficult customers confidently.
- ✓ Apply techniques to create positive and lasting first impressions.
- ✓ Develop and prioritise customer service standards aligned with organisational goals.
- ✓ Foster collaboration and leadership within customer-focused teams and transition to customer-centric paradigms.
- ✓ Inspire employees to become problem solvers and create a supportive environment for resolving customer issues.
- ✓ Transform customer problems into opportunities for improved service and stronger relationships.
- ✓ Design and utilise customer feedback systems to enhance service delivery.
- ✓ Balance workload effectively while maintaining a strong focus on customer care.
- ✓ Develop actionable plans to implement customer service excellence strategies in their roles and organisations.





## Course Benefits

This program boosts sales performance, strengthens customer relationships, and drives revenue growth. Businesses gain higher conversion rates, improved team alignment, and stronger brand credibility. By refining sales strategies and fostering a results-driven mindset, companies maximize profitability, reduce lost opportunities, and position themselves as market leaders in customer engagement and retention.

## Who Should Attend?

This program is designed for all Frontliners, Customer Service Representatives, Sales and Marketing personnel, and support staff who support customers by providing helpful information, answering questions, and responding to complaints. Their main job is handling customers.

## Training Methodology

This workshop employs a dynamic, learner-centered approach that blends theory with hands-on practice. Using a mix of interactive lectures, real-world case studies, and collaborative group activities, participants will engage in role-playing scenarios, problem-solving simulations, and peer discussions to reinforce key concepts.

## Training Duration

Full 2 days training (9:00 am-5:00 pm)

## HRD Corp Registered Program ID Nos

1000158746

## Public Program Course Fee

Single Registration – RM 1,480.00 nett per participant

Group Registration – RM 1,100.00 nett per participant  
(For 4 participants or more from the same organization)

*The fee covers training materials, lunch, coffee/tea, snacks, supplementary notes, a detailed training report with assessment and a Certificate of Completion)*

Scan  
for more  
information



## In-House Training Enquiry

For more information regarding our In-House/ Public Program courses, please email us your inquiry at [sales@progresslink.com.my](mailto:sales@progresslink.com.my)

or to speak to our Sales Consultant at +604- 297 6881 or 011-1289 6881

For public program schedules, please visit our website: [www.progresslink.com.my/events/](http://www.progresslink.com.my/events/)

*Register*  
**TODAY**  
TRAINING FEES ARE ELIGIBLE FOR  
HRD CORP CLAIMABLE COURSE SCHEME.



### **PROGRESS LINK TRAINING & CONSULTANCY SDN BHD (880988-H)**

Address: C-3-1, Vantage Desiran Tanjung, Jalan Tanjung Tokong,  
10470 Tanjung Tokong, Penang, Malaysia.

Tel : +6 04- 297 6881 Fax : +6 04- 297 6882

Email: [sales@progresslink.com.my](mailto:sales@progresslink.com.my)

Website: [www.progresslink.com.my](http://www.progresslink.com.my)

# COURSE MODULE

## DAY ONE

### INTRODUCTION TO CUSTOMER SERVICE EXCELLENCE

- The importance of excellent customer service and its impact on business success.
- Understanding service success vs. service failures (with examples)
- Identifying different types of customer service
- Creating a lasting and positive first impression
- The customer relation potential scale (*self-assessment activity*)

### MEETING CUSTOMER EXPECTATIONS

- The 5 key elements of customer expectations:
  - ✓ Reliable: Delivering on promises accurately
  - ✓ Responsive: Providing prompt assistance
  - ✓ Reassuring: Building trust and confidence
  - ✓ Empathetic: Showing care and understanding
  - ✓ Tangibles: Maintaining physical facilities and equipment
- *Activity: Role-playing scenarios to practice meeting customer expectations*

### CHOOSING THE RIGHT ATTITUDE

- The power of a positive attitude in customer service
- The SMILE approach: Steps to create a welcoming environment
- Words and actions that signal a friendly, "ready to help" attitude
- *Activity: Self-assessment and group discussion on improving attitudes*

### PROJECTING A PROFESSIONAL IMAGE

- Communicating effectively: Saying the right thing and sending clear messages
- Managing customer complaints with empathy and professionalism
- Handling difficult customers: Strategies and techniques
- *Activity: Role-playing difficult customer scenarios*

# COURSE MODULE

## DAY TWO

### DELIVERING QUALITY CUSTOMER SERVICE

- The importance of setting and maintaining service standards
- Common causes of poor customer service and how to avoid them
- Prioritizing and delivering quality service performance
- Designing an effective customer feedback system
- *Activity: Creating customer service standards for a hypothetical business*

### BUILDING A CUSTOMER-CENTRIC TEAM

- Transitioning from traditional to customer-focused organizational paradigms
- Building and leading a customer-focused work team
- Fostering a supportive organizational climate for service excellence
- *Activity: Team-building exercise to reinforce collaboration*

### MOTIVATING EMPLOYEES FOR SERVICE EXCELLENCE

- Empowering employees to become problem solvers
- Creating a supportive climate for resolving customer issues
- Managing workload and setting priorities effectively
- Turning customer problems into opportunities for better service
- Building trust with employees and customers
- *Activity: Brainstorming session on motivating employees and solving customer problems*

### IMPLEMENTING CUSTOMER SERVICE EXCELLENCE

- Practical steps to implement customer service strategies in the workplace
- *Activity: Developing an action plan for applying workshop learnings*

## REGISTRATION FORM

### CUSTOMER SERVICE EXCELLENCE WORKSHOP

17th & 18th April 2025 (Thu & Fri)

The Manager

**PROGRESS LINK TRAINING & CONSULTANCY SDN BHD**

C-3-1, Vantage Desiran Tanjung, Tanjung Tokong, 10470 Tanjung Tokong, Penang, Malaysia.

Tel: 04-297 6881; Fax: 04-297 6882

Email: sales@progresslink.com.my

Dear Sir/Madam,

Please register the following participant(s) for this program as follows:-

Course Title: CUSTOMER SERVICE EXCELLENCE WORKSHOP

Date: 17th & 18th April 2025

Venue: JAZZ HOTEL, PENANG

**Registration (Please tick (✓) accordingly)**

☐ Single registration (1 x participant) = RM1,480.00      ☐ 2 x participants = RM2,960.00      ☐ 3 x participants = RM4440.00

☐ Group registration discount (Minimum 4 participants or more from the same organisation)

No. of participants \_\_\_\_\_ x RM 1110.00 per pax = Total RM \_\_\_\_\_

**Payment Method (Please tick (✓) accordingly)**

☐ Claims under the HRD Corp Claimable Courses scheme. (Program ID: 1000158746 - Public)

☐ Enclosed cheque nos. \_\_\_\_\_ being payment made in favour of "PROGRESS LINK TRAINING & CONSULTANCY SDN BHD"

☐ Online transfer / Direct bank-in to PUBLIC BANK BERHAD account number 3194 100 708 (please email us the bank-in slip)

Requested by:

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel No.: \_\_\_\_\_ Mobile No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Company Stamp

Terms & Conditions:-

Kindly forward the payment to us at least one week before the commencement of the program. A completed registration form submitted by fax, mailed, or e-mailed to Progress Link & Consultancy Sdn Bhd would be confirmed. All cancellations must be made in writing. There will be no charge for cancellations received 14 or more working days before the start of the program. Cancellation received between 7 – 13 working days before the start of the program is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the program is subject to a full 100% cancellation fee of the course fees. If the full course fees are payable if the participant fails to attend the program. However, a replacement may be accepted at no additional cost, subject to approval. Progress Link Training & Consultancy Sdn Bhd reserves the right to change the facilitator, reschedule or cancel the program and all efforts will be taken to inform participants of the changes. Should the program be cancelled or postponed, Progress Link Training & Consultancy Sdn Bhd is not responsible for covering airfare, hotel, other travel costs, or any additional costs incurred by the participants.



1. Participant Name :

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IC or Passport No :

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Designation :

Mobile No:

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Email address :

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2. Participant Name :

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IC or Passport No :

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Designation :

Mobile No:

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Email address :

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3. Participant Name :

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IC or Passport No :

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Designation :

Mobile No:

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Email address :

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4. Participant Name :

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IC or Passport No :

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Designation :

Mobile No:

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Email address :

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5. Participant Name :

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IC or Passport No :

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Designation :

Mobile No:

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Email address :

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*(If there are more participants, please attach a separate list)*