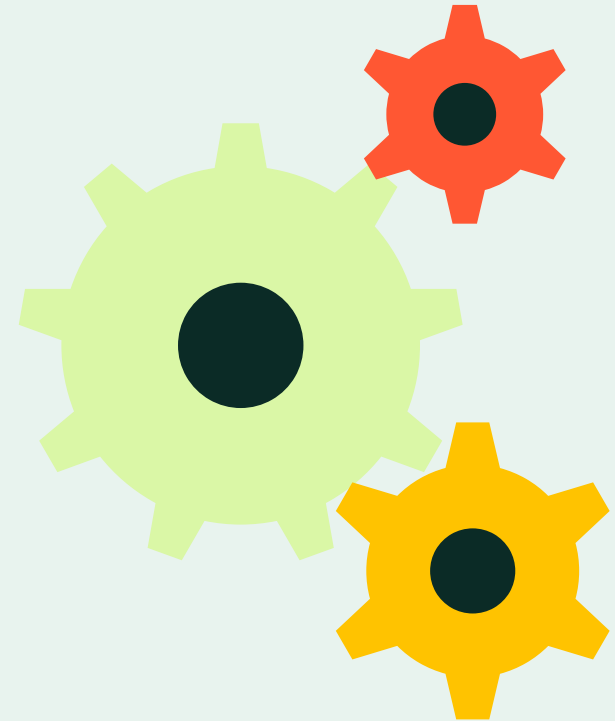


SERVICE TRAINING

Customer Service Excellence

Turn every interaction into a reason to come back

Trainer Name · Half day · Front-line and support teams



CONTENTS

Agenda

01

Introduction

02

Core skills

03

Practice

04

Apply

01

INTRODUCTI ON





**Customers forget what
you said but remember
how you made them
feel.**

Why this workshop

OBJECTIVES

What you will learn

- Resolve issues with the LEARN model
- Handle angry customers calmly
- Use positive, clear language
- Follow up so issues stay solved

GROUND RULE

Role plays are safe practice; mistakes welcome.

The case for change

86%

would pay more for better
service (illustrative)

1 in 3

leave after one bad
experience

5×

cheaper to keep than win
a customer

Illustrative figures for discussion.

02

CORE SKILLS



What customers want

01

Speed

A quick, honest first response.

02

Empathy

Feeling heard and taken seriously.

03

Resolution

A fix, or a clear next step.

The LEARN model

01

Listen

Let them finish

02

Empathise

Acknowledge the feeling

03

Apologise

Own the experience

04

Resolve

Fix it, then follow up

Do this, not that

Do

- ✓ Use the customer's name
- ✓ Say what you will do and when
- ✓ Close the loop

Avoid

- "That's not my department"
- Blaming the system
- Promising what you cannot deliver

03

PRACTICE



ACTIVITY

Try it: Difficult-customer role play



Activity photo / worksheet

Practise LEARN with three real scenarios.

In threes: customer, agent and observer. Rotate roles. The observer notes phrases that calmed or escalated the conversation.

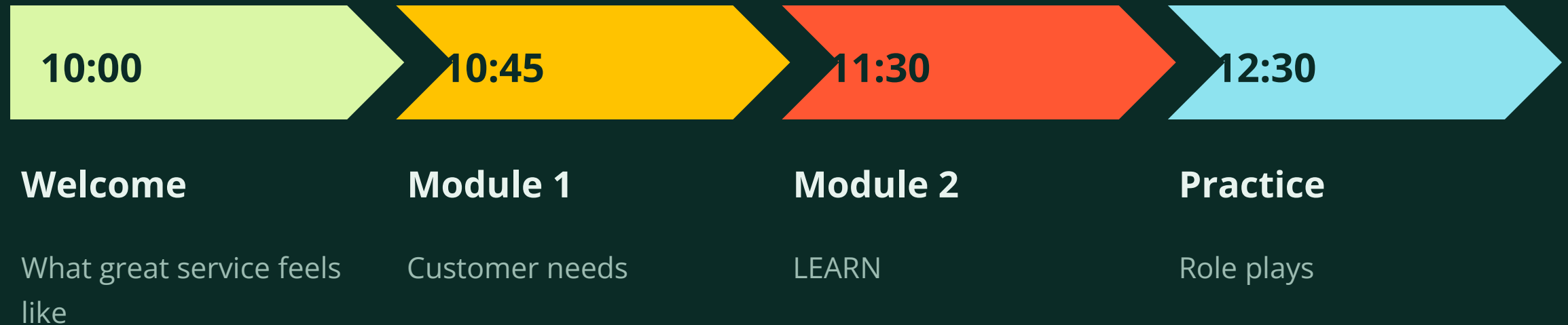
Practice checklist

Step	What good looks like	Self-check
Greeting	Warm, within 10 seconds	☐
Listening	No interruptions	☐
Language	Positive, no jargon	☐
Close	Next step and timeline	☐

Tick each item during the practice round.

SCHEDULE

Workshop agenda



//

*Service is not a department. It is
everyone's job.*

WORKSHOP FACILITATOR

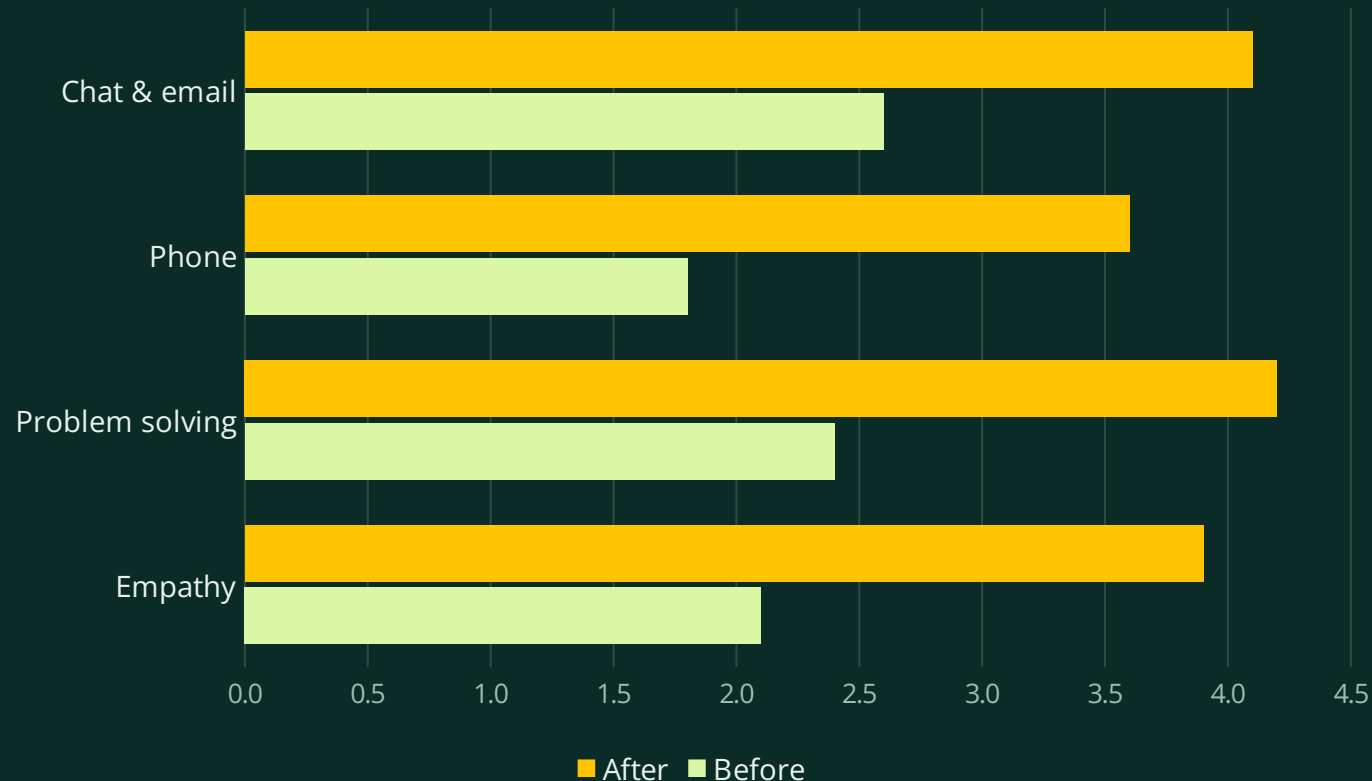
04

APPLY



RESULTS

Confidence before and after



Self-rated confidence on a 5-point scale (sample data).

Sample data for illustration — replace with your own figures.

APPLY

Your 30-day action plan

01

Daily

One extra-mile moment per shift.

02

Weekly

Share a customer story at huddle.

03

Monthly

Review feedback as a team.

SUMMARY

Key takeaways

- Listen first
- Own the problem
- Speak positively
- Always follow up



Image

Now go and practise

Questions, feedback and next steps.

Trainer Name

training@yourdomain.in