

SERVICE TRAINING

Customer Service Excellence

Turn every interaction into a reason to come back

FACILITATOR

Trainer Name

DURATION

Half day

AUDIENCE

Front-line and
support teams





02 | Agenda

01

Introduction

02

Core skills

03

Practice

04

Apply



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

Why this workshop

04 | The case for change

86%

would pay more for better
service (illustrative)

1 in 3

leave after one bad
experience

5x

cheaper to keep than win a
customer

Illustrative figures for discussion.

05 | 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.

06 | 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

07 | 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

08 | 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.

09 | 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.

10 | Workshop agenda

10:00

Welcome

What great service feels like

11:30

Module 2

LEARN

10:45

Module 1

Customer needs

12:30

Practice

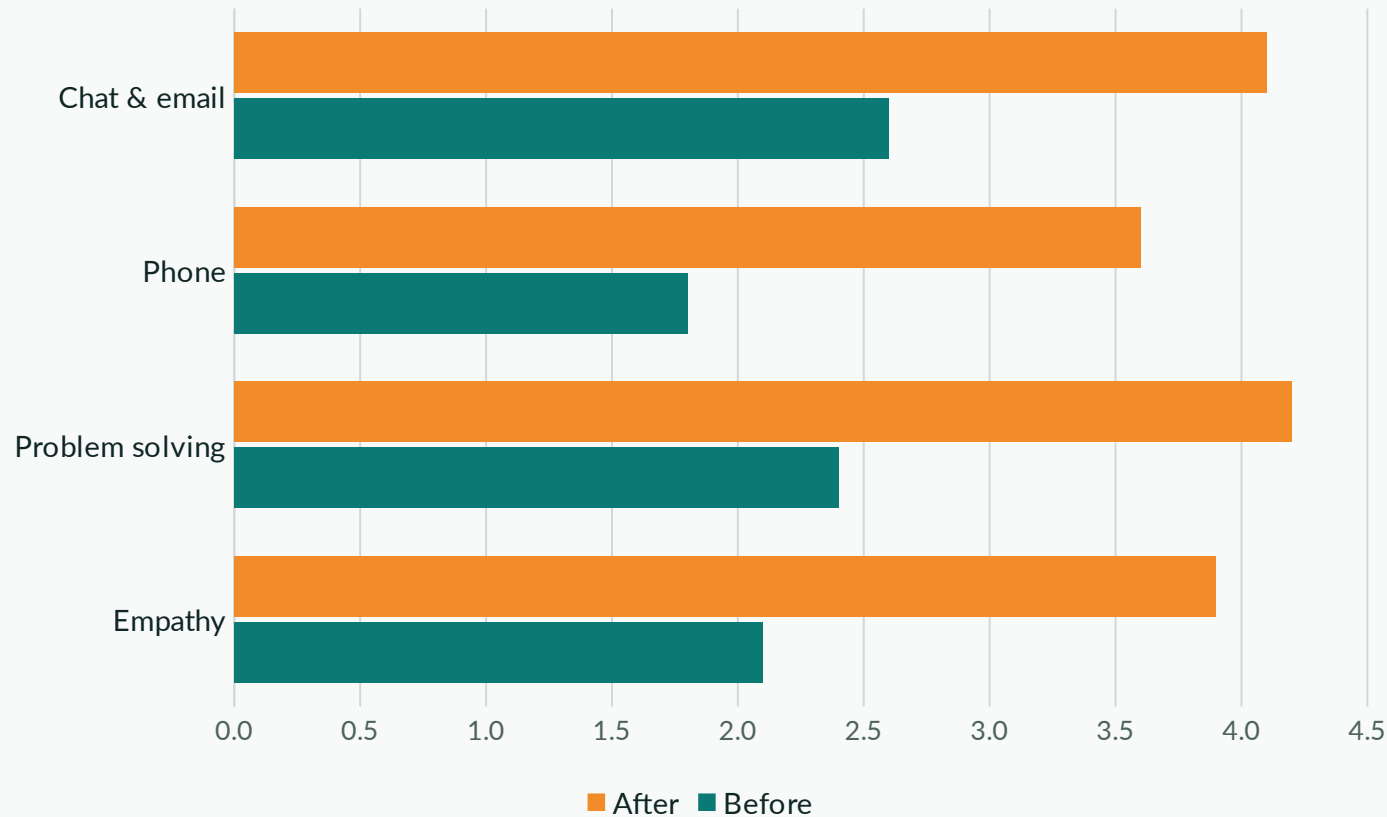
Role plays

“

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

WORKSHOP FACILITATOR

12 | Confidence before and after



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

Sample data for illustration — replace with your own figures.

13 | 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.



14 | Key takeaways

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

Now go and practise

Questions, feedback and next steps.

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