

SERVICE TRAINING

Customer Service Excellence

Turn every interaction into a reason to come back

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



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

Why this workshop

CONTEXT

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.

What customers want

1

Speed

A quick, honest first response.

2

Empathy

Feeling heard and taken seriously.

3

Resolution

A fix, or a clear next step.

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

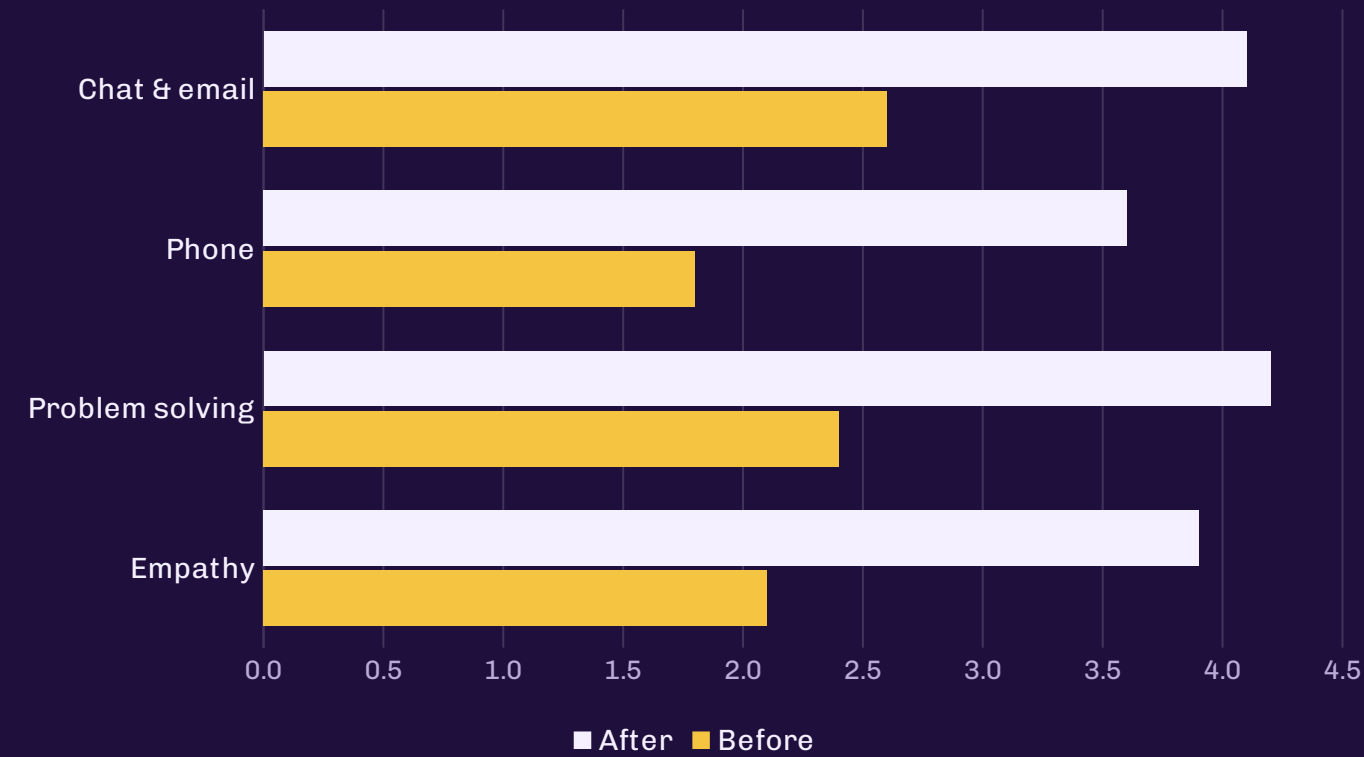
Step	What good looks like	Self-check
Greeting	Warm, within 10 seconds	☐
Listening	No interruptions	☐
Language	Positive, no jargon	☐
Close	Next step and timeline	☐

Tick each item during the practice round.

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

1

Daily

One extra-mile moment
per shift.

2

Weekly

Share a customer story
at huddle.

3

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.

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