



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 12 July 2026 To 16 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

In today's competitive business environment, customer service excellence has become a crucial differentiator for organizations. This 5-day professional course is designed to enhance your customer service skills, helping you to deliver exceptional value, foster strong customer relationships, and drive business success.

- Understand the key principles of customer service excellence.
- Develop effective communication skills for better customer interactions.
- Learn how to handle and resolve customer complaints efficiently.
- Explore techniques to measure and improve customer satisfaction.
- Build strategies to foster long-term customer loyalty.

## Course Outlines

### Day 1: Foundations of Customer Service Excellence

- Introduction to customer service and its importance
- Defining customer service excellence
- The role of a customer service professional
- Core values and ethics in customer service
- Building a customer-focused mindset

### Day 2: Effective Communication Skills

- Understanding different communication styles
- Developing active listening skills
- Verbal and non-verbal communication techniques
- Clarity and empathy in customer interactions
- Dealing with difficult customers effectively

### Day 3: Handling Complaints and Resolving Conflicts

- Identifying the root cause of complaints
- Strategies for effective complaint resolution
- Turning complaints into opportunities
- Managing conflict with professionalism
- Maintaining composure under pressure

### Day 4: Measuring and Enhancing Customer Satisfaction

- Key metrics for customer service success
- Survey tools and techniques for feedback
- Analyzing customer feedback data
- Implementing improvements based on feedback
- Setting customer service performance goals

### Day 5: Building Customer Loyalty and Long-term Relationships

- Understanding customer lifetime value
- Strategies to create loyal customers
- Personalizing the customer experience
- Leveraging technology for relationship management
- Creating a culture of continuous improvement in service