

FRONTLINE PROGRAMME

Mastering the Art of Service Excellence

Turn your service standards into everyday habits.

Service excellence is a set of habits, not a slogan. This programme turns your organization's service standards into practical behaviours your team can use at the counter, on the phone, over email and on social media, so every customer gets the same great experience.

WHO IT'S FOR

Customer facing staff in any industry

FORMAT

Full day or half day

DELIVERY

In person or live online via Zoom or Teams

Participants will

- ◆ Explain what customers expect today and how those expectations are formed
- ◆ Use positive language, tone and active listening in every interaction
- ◆ Deliver consistent service across face to face, phone, email and social channels
- ◆ Take ownership of problems and recover a bad experience with confidence
- ◆ Create memorable moments that turn satisfied customers into loyal ones

South Florida

Jamaica

The Caribbean

Live online, anywhere

What we cover

01	The service excellence mindset	Why attitude and ownership come before any script.
02	Today's customer	Expectations, moments of truth and what drives loyalty.
03	First impressions and positive language	Words, tone and body language that build instant trust.
04	Listening and understanding	Active listening and asking the right questions.
05	Every channel, one standard	Telephone, email and social media etiquette.
06	Owning the problem	Service recovery steps for upset and disappointed customers.
07	Creating memorable moments	Small personal touches that customers talk about.
08	My service commitment	A personal action plan tied to your company's standards.

Every programme includes

Customized content

Your scenarios, service standards and customer language

Participant workbook

A PDF workbook for notes, exercises and action plans

Skill reminder card

A quick reference to keep the skills front of mind

Certificate

A certificate of accomplishment for every participant

YOUR FACILITATOR

50,000+

professionals trained

Since 2009

building service cultures

Yanique Grant

Yanique is a certified Customer Service Trainer with Service Quality Institute and a Training Magazine certified training designer. She has trained more than 50,000 people across Jamaica, the Caribbean, the United States and Africa, serves on the board of the Jamaica Customer Service Association, hosts the podcast *Navigating the Customer Experience* and is the author of *The ABC's of a Fantastic Customer Experience*. Her work is built on the 3 R's: retention, reputation and revenue.

Bring this programme to your team

Book a free 30 minute strategy call and we'll tailor the content, format and timeline to your goals.

Book a strategy call

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