

Customer Service Excellence
(A 3-day Instructor led Program)



شركاء الحلول العالمية ش ش و GLOBAL SOLUTION PARTNERS

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Training Summary

Global Solution Partners LLC is pleased to deliver a comprehensive 3-Day Customer Service Excellence Training for your organization.

This three-day (18-hour) in-person training is designed for a mixed group of **8–10 participants** from varied domains and skillsets from your organization. The course combines **short lectures, case studies, interactive simulations, role-plays, gamified quizzes and group discussions** to build a customer-centric mindset. Activities are tailored to Omani business culture, which emphasizes relationships, trust, patience and indirect communication. English is used for instruction, but facilitators incorporate basic Arabic greetings and cultural references to strengthen engagement.

Learning Objectives

By the end of the program participants will be able to:

- ✓ Explain why customer service excellence drives organizational performance and customer loyalty
- ✓ Use active listening, questioning and body-language techniques to build rapport and understand customer needs
- ✓ Adapt communication style to different customer personalities and difficult situations
- ✓ Apply empathy mapping to understand customer emotions and design better service experiences
- ✓ Handle complaints and service failures using structured recovery strategies
- ✓ Measure customer satisfaction and identify ways to exceed expectations.
- ✓ Demonstrate skills in a certification exam that includes multiple-choice questions, scenario analyses and a role-play assessment.

Course Curriculum and Learning Outcomes

Day	Focus Area	Topics & Activities	Learning Outcomes
Day 1	Foundations of Customer Service Excellence	<ul style="list-style-type: none"> • Welcome & Icebreaker – sharing memorable service experiences in pairs • Importance of Customer Service Excellence – short lecture + video case of a telecom provider + group discussion on Omani hospitality values • Gamified Quiz: “Product Knowledge Jeopardy.” • Communication Fundamentals – active listening, questioning and body language practice with video analysis and paired role-plays. • Empathy Mapping Workshop – group activity using persona templates for IT & telecom cases • Handling Different Personalities & Difficult Situations – lecture + role-plays with feedback. • Case Study & Discussion – analysing a real incident from an Omani IT firm • Daily Reflection – key takeaways and action commitment. 	<ul style="list-style-type: none"> • Understand the strategic importance of service excellence to customer loyalty and business growth • Demonstrate effective listening, questioning and non-verbal communication skills • Apply empathy mapping to identify customer feelings and expectations • Recognise different customer personality types and apply appropriate handling techniques • Integrate Omani cultural values of warmth and patience into customer interactions.

<p>Day 2</p>	<p>Building a Customer-Centric Mindset</p>	<ul style="list-style-type: none">• Recap & Trivia Quiz• Customer Expectations & Measuring Satisfaction – lecture + mini survey design exercise• Building Rapport Challenge – role-play cards with points for active listening and empathy• Social Media & Digital Support – analyse real chat interactions for tone and response time• Customer Journey Board Game – teams simulate omnichannel journeys and receive instant feedback• Going the Extra Mile – brainstorming session + “surprise and delight” plan for B2B clients• Conflict Resolution Role-Play – realistic IT/telecom scenarios with rubric assessment• Reflection & Homework – identify a real customer challenge to apply learning.	<ul style="list-style-type: none">• Measure and interpret customer expectations and satisfaction indicators (NPS, CSAT)• Build rapport and trust through empathetic and professional communication• Deliver consistent support across digital channels with appropriate tone and timeliness• Generate creative ideas to exceed expectations and strengthen loyalty• Practise conflict resolution and negotiation in realistic scenarios to build confidence.
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<p>Day 3</p>	<p>Service Recovery, Continuous Improvement & Certification</p>	<ul style="list-style-type: none">• Recap & Experience Sharing from homework• Service Recovery Strategies – lecture + group discussion on complaint handling and follow-up• Service Recovery Case Study & Role-Play – IT outage scenario practice with feedback• Managing Emotions & Stress – workshop on self-control and positive language• Continuous Improvement & SMART Goals – mini goal-setting session• Certification Exam Review – exam format and criteria briefing• Certification Exam – MCQs, short scenarios and role-play assessment evaluating listening, empathy and problem solving• Results & Closing – feedback session and certificate distribution.	<ul style="list-style-type: none">• Apply structured service recovery steps to turn complaints into loyalty opportunities• Maintain professional composure under stressful situations• Develop SMART goals for personal and team service improvement.• Demonstrate competence through knowledge and performance-based assessment. • Commit to ongoing learning and mentorship for continuous customer-service excellence.
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Training Methodology and Format

Our program maximizes engagement and retention by blending expert instruction with hands-on, interactive learning tailored to client's operations.

- **Blended Interactive Learning**

The program combines short lectures, videos, role-plays, case studies, gamified quizzes, and group discussions to ensure maximum engagement and knowledge retention.

- **Adult Learning Principles**

Sessions are designed on experiential and participatory learning principles—"learn by doing"—so participants connect theory to real workplace situations.

- **Culturally Adapted Approach**

The facilitation style and examples are contextualized for Oman's business culture, emphasizing relationship-building, patience, and respect for hierarchy.

- **Experiential Role-Plays & Simulations**

Realistic customer scenarios drawn from IT, telecom, and B2B settings allow participants to practice empathy, communication, and conflict-resolution skills in a safe environment.

- **Gamification for Engagement**

Activities such as quizzes, competitions, and interactive board games encourage teamwork, motivation, and friendly competition while reinforcing key learning points.

- **Collaborative Reflection & Feedback**

Each day concludes with reflection exercises where participants identify personal takeaways; trainers provide constructive feedback using the "sandwich" method.

- **Performance-Based Assessment**

A mix of multiple-choice, scenario-based, and role-play evaluations ensure that participants not only understand concepts but also demonstrate them in practice.

Format: **3 days, 6 hours/day (9:00 AM – 3:30 PM)**, with coffee/lunch breaks, delivered in English.

Deliverables

- ✓ **Three Days of Expert Instruction:** On-site, 3-day training led by a certified instructor, fitting to client's schedule (about 7 hours/day, including breaks) for minimal operational impact.
- ✓ **Course Materials:** Comprehensive printed materials for each participant—presentation slides, module notes, reference standards (as allowed), worksheets, and case study handouts—all for future use.
- ✓ **Hands-On and Interactive Exercises:** In-class demonstrations with tools/props
- ✓ **Assessment Certificate:** Based on your participation and performance we shall present a certificate to all individuals
- ✓ **Post-Training Support:** 30 days of email/phone support for questions and clarifications, helping apply knowledge to real-world operations.