



*Training Course:
Frontline Customer Service*

*27 - 31 July 2025
Manama (Bahrain)
Fraser Suites*

Training Course: Frontline Customer Service

Training Course code: RR234911 From: 27 - 31 July 2025 Venue: Manama (Bahrain) - Fraser Suites Training Course
Fees: 4500 € Euro

Introduction

“Frontline Customer Service” is an area that all companies invest in, as they are considered the primary facilitators for customer interaction and satisfaction.

In other words, there is much urgency in this particular line of work for both companies and employees, and requires an equally meticulous training program to address this urgency.

This training course will therefore include interactive lectures on:

- How to address the various kinds of fears that most customer service representatives tend to experience.
- Understanding your customer and customer's behaviour.
- How to read customers' emotions through pitch and body language.
- How to communicate information.
- How to defuse tension between reps and customers.

The ultimate goal here is to not just turn employees into resilient assets, but expert communicators capable of turning the tide of any conversation.

Training Objectives

At the end of this training program, participants will be able to:

- Define quality customer service.
- Know your customer's behavior.
- Learn the customer service, and transaction model.
- Know the different techniques for face-to-face vs. telephone interactions.
- Recognize visual, auditory, and kinesthetic words
- Know the different aspects of body language that can be matched and/or mirrored
- Understand the four components of vocal characteristics
- Know the different aspects of communication.

- Gain the appropriate communication skills.

Training Outlines

Introduction to Customer Service

- Quality of customer service
- Creating a customer service culture
- Addressing Customer needs
- The benefits of providing excellent customer service
- How to use customer service to promote customer loyalty
- Case study: The best and worst customer service providers
- The WOW Factor: Going the extra mile—and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?

Understanding your customer

- Customer Personalities and Profiles.
- Six personalities that lead to conflict and how to deal with them
- Understanding and working with different customer styles
- Practical exercise: What is your personality type?
- The Customer's Body Language:
 - The different aspects of body language
 - identify head movements that indicate someone's communication channel
 - Distinguish postures that indicate someone's communication channel.
- The Customer's Vocal Characteristics
 - Classify vocal characteristics of visual speakers
 - Recognize vocal characteristics of auditory speakers

- Practical Exercise: Evaluate customer scenarios to determine the best approaches

Communicating the Customer Service Message

- How well does your organization communicate the importance of customer service?
- Understanding your customer's communication
- Tips for building trust and rapport quickly
- What is your preferred learning style?
- Developing your active communication skills
- Use questioning techniques to identify a customer's expectations and service requirements
- The dos and don'ts of communication
- Social Media and customer expectations

Communication Skills

- Effective communication with customers
- Definition of communication
- Communication goals
- Communication as a critical success factor
- Communication with customers
- Characteristics of good communications
- Approaching customers
- Recognize visual auditory and kinesthetic words
- Practical exercise: scenarios to determine best approaches, and evaluate responses of the participants

Building Rapport

- How to build rapport using:
 - Mirroring
 - Matching
- Difference between matching and mirroring.

- Define different types of communication channels.

The Challenging Customer

- How to pace a customer
- Leading customers to a more resourceful state
- Practical exercise: Evaluate customer scenarios to determine the best approaches and understand why conflict occurs in customer interaction.

Mechanics of Customer Service

- The mechanics of greeting customers
- How to transfer customers effectively
- How to professionally handle customer e-mail inquiries

Registration form on the Training Course: Frontline Customer Service

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