



*Training Course:  
Frontline Customer Service*

*5 - 9 October 2026  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Frontline Customer Service

Training Course code: RR234911 From: 5 - 9 October 2026 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € 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

### Day 1: Fundamentals of Customer Service

Introduction to Customer Service  
Quality of customer service  
Creating a customer service culture  
Addressing customer needs  
The benefits of excellent customer service  
Using customer service to promote customer loyalty  
Case study: Best and worst customer service providers  
The WOW Factor: Going the extra mile  
Managing internal and external customer expectations  
First impressions: What customers see and hear

### Day 2: Understanding Customers & Behavior

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: Identify your personality type  
Customer body language  
Head movements and communication channels  
Postures and communication indicators  
Customer vocal characteristics  
Visual and auditory speaker traits  
Practical exercise: Customer scenario analysis

### Day 3: Communication Skills in Customer Service

Communicating the customer service message  
Organizational communication of customer service importance  
Understanding customer communication styles  
Building trust and rapport quickly  
Preferred learning styles  
Active communication skills  
Questioning techniques  
Dos and don'ts of communication  
Social media and customer expectations  
Communication fundamentals and goals  
Effective communication with customers

### Day 4: Advanced Communication & Handling Customers

Characteristics of good communication  
Approaching customers  
Recognizing visual auditory and kinesthetic language



- Practical communication exercises
- Building rapport mirroring and matching
- Communication channels
- Handling challenging customers
- Pacing and leading customers
- Conflict management in customer interactions
- Practical exercise on difficult scenarios

## Day 5: Practical Customer Service Skills & Operations

- Mechanics of customer service
- Greeting customers professionally
- Transferring customers effectively
- Handling customer email inquiries professionally
- Final practical exercises and scenario evaluation

## Registration form on the Training Course: Frontline Customer Service

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

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registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
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