



*Training Course:
Frontline Customer Service*

*21 - 25 September 2026
Casablanca (Morocco)*

Training Course: Frontline Customer Service

Training Course code: RR234911 From: 21 - 25 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This training program equips frontline customer service professionals with the essential skills to deliver exceptional customer experiences, communicate effectively, manage customer interactions confidently, and handle challenging situations professionally. Participants will learn how to understand customer behavior, build rapport, resolve conflicts, and enhance customer satisfaction and loyalty through practical exercises and real-life scenarios.

Target Audience

- Customer Service Representatives
- Contact Center and Call Center Agents
- Front Desk and Reception Staff
- Customer Support Specialists
- Client Relations Officers
- Sales and Service Representatives
- Help Desk Personnel
- Team Leaders and Supervisors responsible for customer-facing teams
- Employees who regularly interact with customers and clients
- Professionals seeking to enhance their customer communication and service skills

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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