



*Training Course:
Frontline Customer Service*

*1 - 5 June 2026
Casablanca (Morocco)*

Training Course: Frontline Customer Service

Training Course code: RR234911 From: 1 - 5 June 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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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