



*Training Course:  
Frontline Customer Service*

*23 - 27 November 2026  
Baku (Azerbaijan)*

## Training Course: Frontline Customer Service

Training Course code: RR234911 From: 23 - 27 November 2026 Venue: Baku (Azerbaijan) - Training Course Fees: 5775  
€ 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

### 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.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
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