

Leadership & Management Development



2.4 Delivering World class Customer Service

The programmes within this Personal Development pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect what is really happening for individuals and teams within your organisation. What begins as a request for confidence, resilience or mindset support often reveals something deeper – identity, self-belief, emotional commitment or the ability to navigate change.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how people see themselves, how they show up at work and what inner shifts are required to unlock stronger performance and fulfilment. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Communication, Management and Leadership, Business Development and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

Course Overview

Consistently excellent customer service builds loyalty, enhances reputation and drives commercial success. This practical one-day programme strengthens participants’ ability to understand customer needs, communicate effectively and respond professionally in challenging service situations.

Delegates will learn how to create positive customer experiences, solve problems quickly and take ownership to improve service performance. They will leave with practical techniques to make every interaction count.

Who Should Attend

This course is ideal for:

- Customer-facing staff in any sector
- Team members in service operations and support roles
- Sales professionals and those managing customer relationships
- Suitable for individuals committed to delivering service that exceeds expectations.

Context

Customer expectations continue to rise, and service experiences can shape the reputation of the entire organisation. When service falls short, trust is lost quickly. People who interact with customers every day must communicate clearly, take ownership and resolve issues in a way that builds lasting loyalty.

At Expleo we help customer-facing professionals develop the confidence and responsiveness that create outstanding experiences. This programme supports individuals to understand customer needs, manage pressure and contribute to a positive reputation through every interaction.

How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

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Course Objectives

By the end of the programme participants will be able to:

- Recognise the value of service excellence on customer loyalty and business performance
- Communicate clearly and listen actively to understand needs
- Anticipate customer expectations and provide proactive solutions
- Respond calmly and professionally when customers are frustrated or upset
- Use empathy and personal accountability to strengthen customer relationships
- Maintain a consistent customer-focused mindset that supports brand reputation

Course Outline

1. The Value of Outstanding Service

- How positive experiences drive loyalty and growth
- Behaviours that enhance or damage perception

2. Effective Customer Communication

- Verbal and non-verbal techniques that build connection
- Active listening to understand needs quickly and accurately

3. Anticipating and Exceeding Expectations

- Predicting what matters most
- Practical ways to add value to the customer experience

4. Handling Difficult Interactions

- De-escalation techniques and emotional control
- Restoring confidence and maintaining professionalism

5. Customer-Centric Mindset and Ownership

- Taking responsibility for resolving issues
- Proactive attitudes that support service culture

6. Building Long-Term Relationships

- Creating lasting positive impressions
- Encouraging trust through consistency and follow-through

Training Methodology

Highly interactive and realistic, including:

- Customer service simulations and role-play
- Group exercises and reflection activities
- Facilitator feedback and practical service tools

Participants leave with actionable techniques that enhance service quality immediately.

Contact

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