

cto

corporate training options

About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a
Development Plan.”*

Customer Service Excellence

Other Customer Service Courses

- Calming Upset Customers
- Beyond Customer Service - Effective Programs to Retain Your Customers
- Telephone Courtesy & Customer Service Skills
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Satisfaction
- Customer Service in the Information Age
- Professional Telephone Skills

*Skills that Win -
Build Teams that Win*

Contact Us

We would love to collaborate with you



training@cto.com.au



1300 667 660



www.cto.com.au

*Our trainers are located all across
Australia.*

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Customer Service: Customer Service Excellence

The Challenge

Good customer service isn't enough anymore—customers expect exceptional experiences every single time.

Inconsistent service delivery costs you customers, referrals and revenue. Your team are the best and knows service matters but translating that knowledge into consistent interactions requires specific skills and mindset shifts that most organisations have not developed.

Educate, Elevate and Empower -

What you will Learn

- ✓ Understand what drives customer satisfaction and loyalty in today's market
- ✓ Create positive first impressions that set the tone for the entire interaction
- ✓ Listen actively to understand customer needs beyond their stated requests
- ✓ Communicate clearly and professionally across all channels
- ✓ Handle difficult situations while maintaining service standards
- ✓ Go beyond basic service to create memorable customer experiences
- ✓ Build long-term customer relationships that drive repeat business

Who should Attend

This program is designed for anyone responsible for delivering exceptional customer experiences, whether face-to-face, on the phone or digitally. Ideal participants include:

- Customer service teams across all industries
- Retail, hospitality, and service industry staff
- Account managers and client-facing professionals
- Anyone wanting to elevate their customer service game

Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

Duration

- Full Day Course

Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

Pre Requisites

None - Open to all.

Course Modules

Module 1. The Customer Experience Landscape

- Why good service is no longer enough - the gap between meeting expectations & exceeding them
- Understanding what today's customers actually want versus what most businesses think they want
- The direct link between exceptional service and customer loyalty, referrals and revenue
- What consistently excellent service looks like in practice and why it requires intentional skill

Module 2. Making a Powerful first impression - Setting the tone

- Why the first 30 seconds of an interaction shapes everything that follows
- The verbal, vocal and visual signals customers pick up on immediately
- Creating warmth and professionalism at the same time and why both matter equally
- First impression mistakes that are easy to make and hard to recover from

Module 3. Active listening - Understanding what customers actually need

- The difference between hearing a customer and truly understanding them
- Listening beyond the stated request to the underlying need or concern
- Asking the right questions to uncover what customers haven't told you yet
- How poor listening creates frustration, repetition and lost trust

Module 4. Communicating clearly and professionally across every channel

- Why the same message lands differently depending on how and where it is delivered
- Adapting your communication style to face-face, phone, email and digital channels
- Using plain, confident language that builds trust rather than creates confusion
- The tone and language habits that make customers feel valued and the ones that don't

Module 5. Handling difficult situations without dropping your Standards

- Understanding why customers become frustrated and why it is rarely personal
- Staying composed and professional when interactions become tense or emotional
- De-escalation techniques that calm the situation without compromising your position
- Turning a difficult interaction into an opportunity to rebuild confidence and trust

Module 6. Going Beyond the transaction - Creating Memorable Experiences

- The difference between completing a service interaction and creating a lasting impression
- Small deliberate actions that make customers feel genuinely seen and valued
- Anticipating needs before customers have to ask - the hallmark of exceptional service
- What makes a customer experience memorable enough to talk and return for

Module 7. Consistency - the Skill that separates Good teams from Great ones

- Why inconsistent service delivery does more damage than occasional poor service
- Building personal habits and routines that make excellence your default
- Maintaining high standards across different customers, channels and circumstances
- Holding yourself accountable to the same level of service - on your hardest and best days

Module 8. Building Long-term customer relationships that drive repeat business

- Why loyal customers are built through accumulated small moments - not grand gestures
- Following up, following through and staying connected without being intrusive
- Recognising and rewarding loyalty in ways that feel genuine rather than transactional
- Making every returning customer feel like they matter more the second time than the first

Elevate and Empower -
Educate,