

WSQ Engage Service Excellence



SOA: Service Excellence

Description

This unit covers knowledge and application skills in equipping service staff with the mindset to go the extra mile in providing excellent service, which involves creating a positive customer experience and escalating areas of improvement that may enhance the customers' experience.

Who is this Course For?

The job role(s)/occupations that this module would be relevant to may include:

- Customer-facing staff
- Customer Service Representatives
- Call Centre Officers
- Store Advisors
- Service Crew

Course Objectives

By the end of this course, learners will be able to:

- Recognise the diverse range of customers and their needs and expectations.
- Recognise the impact of one's professional image and person on the organisation.
- Project a professional image and persona.
- Demonstrate effective communication skills when interacting with customers.
- Demonstrate the qualities and characteristics of a service professional when delivering gothe-extra-mile service to exceed customer expectations.
- Create a positive customer experience by offering customised and personalised service.
- Know the customer's preferred choices based on the customer group he or she belongs to.
- Escalate feedback on areas of improvement to enhance the customer experience.

Course Duration

16 Hours

Course Reference No.

TGS-2019504524

Mode of Training

Classroom

Funding Validity

Till 22 Aug 2027

Full Fee \$450

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	\$175.50
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	\$265.50
Subsidies available: SFC, SFEC, PSEA		

As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.



Course Content

Learning Unit 1: Provide Service Excellence to A Diverse Range of Customers and Their Needs and Expectations

- Why is service excellence so important?
- Who is a customer?
- Diverse range of customers
- Types of customers
- Customer needs and expectations

Learning Unit 2: Recognise the Impact Of One's Professional Image And Persona On The Organisation

- What is professional image?
- What is persona?
- Tips for projecting a successful professional image in line with organisation's objectives
- Impact of one's professional image and persona on self and the organisation.

Learning Unit 3: Project A Professional Image and Persona

- Making a positive impression
- Organisational guidelines
- Methods to project a professional image and persona

Learning Unit 4: Demonstrate Effective Communication Skills When Interacting with Customers at The Workplace

- Importance of effective communication at the workplace
- Principles of effective communication

Learning Unit 5: Demonstrate the Qualities and Characteristics of a Service Professional When Delivering Go-The Extra-Mile Service to Exceed Customer Expectations

- Qualities and characteristics of a service professional
- Go-the-extra-mile (gem) service
- Exceed customer expectations
- Methods to exceed customer expectations

Learning Unit 6: Create A Positive Customer Experience by Offering Customized and Personalized Service in Accordance with Organisation Guidelines

- Positive customer experience
- Methods to offer customised and personalised service
- Methods to up-sell or cross-sell products or services

Learning Unit 7: Know the Customer's Preferred Choices Based on The Customer Group He or She Belongs To

- Different customer group

Learning Unit 8: Escalate Feedback on Areas of Improvement to Enhance the Customer Experience

- Follow through after the sale
- Customer feedback
- Areas of improvement
- Methods to identify areas of improvement
- Managing feedback
- Escalating feedback on areas of improvement