

WSQ Engage Service Excellence



 **COURSE DURATION**
16 Hrs

 **COURSE REFERENCE NO.**
TGS-2019504524

 **MODE OF TRAINING**
Classroom

 **FUNDING VALIDITY**
Till 22 Aug 2025

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.

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 go the-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

FULL FEE

\$450

(Subject to 9% GST)

NETT FEE AFTER FUNDING

\$175.50

SME OR Singaporean age 40 and above (Subject to 9% GST)

70% Course Fee Funded

\$265.50

Non-SME OR Singaporean age 21 to 39 OR Singapore PR

(Subject to 9% GST)

50% Course Fee Funded

Subsidies Available
Individual

SkillsFuture Credit
PSEA



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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 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

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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

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Course Content

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

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