

WSQ Engage Service Excellence



COURSE DURATION

16 Hrs



COURSE REFERENCE NO.

TGS-2019504524



MODE OF TRAINING

Classroom



FUNDING VALIDITY

Till 22 Aug 2027

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 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



Visit Our
Website

WSQ Engage Service Excellence

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

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



Visit Our
Website