



EFFECTIVE COMMUNICATION FOR CUSTOMER SERVICE TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Effective Communication for Customer Service Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical communication techniques to deliver excellent customer service and manage customer interactions professionally. It focuses on developing clear speaking skills, active listening, empathy, positive language and the ability to handle difficult customers with confidence. Through real-life scenarios, role-play and guided practice, participants will strengthen their ability to communicate effectively, build rapport and create positive customer experiences.

OBJECTIVE(S):

- Strengthen communication skills for effective customer interaction.
- Build rapport and trust through clear and positive communication.
- Develop active listening and questioning skills.
- Apply empathy and emotional control in customer situations.
- Use professional language to manage expectations and resolve issues.
- Handle complaints and difficult customers confidently.
- Improve consistency and service professionalism.
- Apply communication techniques in real customer service scenarios.

TARGET GROUP(S):

- Customer service officers
- Frontline staff and receptionists
- Call centre personnel
- Sales and service teams
- Administrative and support staff
- Anyone handling customers or clients

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Introduction to Customer Service Communication
2. Understanding Customer Expectations and Behaviour
3. Active Listening and Effective Questioning
4. Professional Verbal, Non-Verbal and Written Communication
5. Empathy, Emotional Control and Positive Language
6. Handling Complaints and Difficult Customers
7. Service Recovery and Managing Customer Expectations
8. Applying Communication Skills to Real Customer Scenarios

LIST OF REFERENCE BOOK(S):

- Customer service and communication guides
- Emotional intelligence and behavioural communication references
- Service recovery and customer experience materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Customer service worksheets and scripts

METHODOLOGY(S):

- Lecture
- Case studies
- Role-play
- Group discussions
- Customer interaction practice activities

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Customer Service Communication Basics
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Customer Expectations and Behaviour
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Active Listening and Questioning Techniques
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Professional Verbal, Non-Verbal and Written Communication

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Empathy, Emotional Control and Positive Language
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: Handling Difficult Customers and Complaints
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Service Recovery and Managing Expectations
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Customer Interaction Practice & Role-Play