



DELIVERING A FIVE-STAR CUSTOMER SERVICE EXPERIENCE TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

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



+603 8022 8330



+603 8022 8201



info@mtbmgroup.com



mtbmgroup.com

Course Title: Delivering a Five-Star Customer Service Experience Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical techniques to deliver a five-star customer service experience that builds trust, enhances satisfaction and strengthens customer loyalty. It focuses on service professionalism, communication excellence, emotional intelligence and problem-solving skills to ensure customers feel valued at every touchpoint. Through real service scenarios, role-play and hands-on activities, participants will develop the capability to exceed expectations and create memorable customer experiences.

OBJECTIVE(S):

- Understand the principles of five-star customer service.
- Strengthen communication and service professionalism.
- Build rapport and deliver exceptional customer interactions.
- Apply emotional intelligence to improve customer experience.
- Anticipate customer needs and exceed expectations.
- Handle complaints and service challenges confidently.
- Create consistency across all customer touchpoints.
- Develop a service mindset that drives customer loyalty.

TARGET GROUP(S):

- Customer service officers
- Frontline and reception staff
- Sales and marketing personnel
- Call centre staff
- Administrative and support employees
- Anyone interacting directly with customers

ENTRY REQUIREMENT(S):

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

TOPIC(S):

1. Introduction to Five-Star Customer Service Experience
2. Understanding Customer Expectations and Service Standards
3. Professional Communication for Service Excellence
4. Emotional Intelligence and Customer Engagement
5. Anticipating Needs and Personalising Customer Interactions
6. Handling Complaints, Service Failures and Difficult Customers
7. Service Recovery Strategies and Problem Resolution
8. Building a Consistent and Memorable Customer Experience

LIST OF REFERENCE BOOK(S):

- Customer service excellence guides
- Emotional intelligence and communication references
- Service leadership and customer experience literature

LIST OF TEACHING AID(S):

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

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play and simulation
- Practical customer experience 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: Principles of Five-Star Customer Service
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Customer Expectations and Service Standards
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Professional Communication Skills
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Emotional Intelligence in Customer Interactions

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: Anticipating Needs and Personalising Service
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: Handling Complaints and Difficult Customers
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Service Recovery and Problem Resolution
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Creating a Memorable Customer Experience