



Customer Care Excellence

23 –27 June 2025

David Safari Lodge & Spa
Livingstone, Republic of Zambia

HECK TRAINING SOLUTIONS

Heck Training Solutions Boast of a Team of Conference Management and Training Services Specialists with a Depth of Experience Unrivalled In the Industry.

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Customer Care Excellence Training Course

Introduction

In today's competitive business environment, delivering exceptional customer service is no longer optional—it's a necessity.

This 5-day intensive training program is designed to equip participants with the skills, mindset, and strategies needed to provide outstanding customer experiences.

Whether you interact with customers face-to-face, over the phone, or digitally, this course will help you:

- Enhance communication & problem-solving skills
- Handle complaints professionally
- Build customer loyalty & trust
- Turn dissatisfied customers into brand advocates

Through real-world scenarios, role-plays, and best practices, participants will gain confidence in managing customer interactions effectively.

What Makes This Customer Care Excellence Course Different?

- Highly Interactive & Practical
- Science-Backed Techniques
- Focus on Emotional Intelligence (EQ)
- Digital & In-Person Service Mastery
- Loyalty & Retention Strategies

Who Will Benefit?

- Customer Service Representatives
- Frontline Staff (Retail, Hospitality, Call Centers)
- Sales & Support Teams
- Team Leaders & Managers
- Anyone Who Interacts With Customers

Course Outcomes

By the end of this training, participants will be able to:

Master Customer Service Fundamentals

- Understand the key principles of excellent customer care.
- Develop a customer-first mindset to enhance satisfaction.

Communicate Effectively & Actively Listen

- Use verbal & non-verbal communication to build rapport.
- Apply active listening techniques to understand customer needs.

Handle Complaints & Resolve Conflicts

- Apply the LAST model (Listen, Apologize, Solve, Thank) to de-escalate issues.
- Turn negative experiences into positive outcomes through service recovery.

Exceed Expectations & Build Loyalty

- Personalize interactions to create memorable experiences.
- Use proactive service techniques to retain customers.

Implement Best Practices in Real-World Scenarios

- Develop an action plan for continuous improvement.
- Use CRM tools & feedback systems to measure satisfaction.

Boost Confidence & Professionalism

- Manage stress & emotions in high-pressure situations.
- Work collaboratively to deliver consistent service excellence.

Class Interactive Course Fee

ZMK 14'999.00 per Delegate

Inclusive: Certificate, Work book, Presentation and Test

Course Outline

DAY ONE

Foundations of Customer Care Excellence

Topics Covered:

- Introduction to customer care excellence
- The impact of excellent service on business success
- Key principles of customer satisfaction
- Understanding customer expectations
- The role of empathy in customer interactions

Case studies & group discussion

Activity: Role-playing exercises to practice empathetic responses

DAY TWO

Effective Communication & Active Listening

Topics Covered:

- Verbal vs. non-verbal communication
- The power of tone, language, and body language
- Active listening skills
- Asking the right questions to understand customer needs
- Handling difficult conversations professionally
- Written communication (emails, chats, social media)

Activity: Listening exercises & simulated customer interactions

DAY THREE

Managing Customer Complaints & Conflict Resolution

Topics Covered:

- Why complaints are opportunities
- The LAST model (Listen, Apologize, Solve, Thank)
- De-escalation techniques
- Managing angry or emotional customers
- Problem-solving & decision-making in service recovery

Case studies on successful complaint resolution

Activity: Role-playing complaint scenarios & feedback sessions Principles of Persuasion and Professional Negotiation Strategies

DAY FOUR

Building Customer Loyalty & Going the Extra Mile

Topics Covered:

- The difference between satisfaction and loyalty
- Personalizing the customer experience
- Anticipating customer needs
- Creating memorable service moments
- Loyalty programs & retention strategies
- Measuring customer satisfaction (NPS, CSAT, surveys)

Activity: Group brainstorming on "WOW" customer service ideas

DAY FIVE

Implementing Excellence in Customer Care

Topics Covered:

- Self-assessment & continuous improvement
- Handling stress & maintaining a positive attitude
- Team collaboration for better service delivery
- Using technology to enhance customer care (CRM, chatbots, AI)
- Creating a personal customer service action plan
- Q&A & course recap
- Activity: Final role-play simulations & certificate distribution

Delegates Registration Form

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TO SECURE A PLACE AT THIS EVENT – PLEASE COMPLETE THE FOLLOWING

COMPANY NAME:	VAT#
POSTAL ADDRESS:	
TELEPHONE#	FAX#
EMAIL ADDRESS :	PURCHASE ORDER#

PLEASE EMAIL REGISTRATION FORM TO EMAIL: info@hecktraining.co.za

	TITLE	DELEGATES NAME	DESIGNATION	EMAIL	CELL#
1					
2					
3					
4					
5					
6					
7					
8					

EASY PAYMENT METHODS: EFT, DIRECT DEPOSIT OR CHEQUE: HECK BUSINESS SOLUTION

BANK ACCOUNT: 9130002517039, BRANCH : LUSAKA MAIN , BRANCH NO 040002, SWIFT CODE: SBICZMIX,

In order to secure your registration, payment is due in full upon receipt of invoice

Confirmation - Your registration will only be confirmed until such time as payment is received and may be subject to cancellation.

Right of Admission – Heck Training Solutions reserves the right to refuse admission to the training course where evidence of full payment cannot be shown.

Delegate Substitutions – Delegate substitutions are welcomed at any time and do not incur any additional charges. Please notify us in writing of any such changes

INVESTMENT

ZMK 14'999.00 Per Delegate Excl VAT
Includes 5 Days Training, Materials, Meals,
Refreshments and Certificate of Attendance

AUTHORISATION

I acknowledge that I have read, understood and accept the programme and Terms and Conditions (including Payment Terms) and hereby apply for registration on behalf of myself (if a single delegate) or on behalf of the undermentioned organization which I am duly authorized to represent.

NAME:

NAME OF ORGANISATION*:

JOB TITLE (SPECIFIC):

EMAIL:

DATE:

SIGNATURE:

TERMS & CONDITIONS:

The Following Terms and Conditions Will Apply

- Payment is required in full 5 days from date of invoice
- All payments to made directly to HECK
- No seats will be reserved, unless HECK receives a signed registration form
- Heck training reserves the right to change speakers, programme content, date & venue due to circumstance beyond our control.
- The signed booking/registration form is a legally binding contract.

Substitution

Substitutions are welcome at any time. However, please inform us at least 24 hours before for preparation of necessary documents. Provided total fee has been paid, payment will be credited towards the rescheduled dates or to a future program should there be no substitution. Under circumstances beyond our control, venues may change at any time or the workshop be cancelled or moved to a different date or venue. We will therefore try to reschedule the event and advise the delegate to transfer to another event of their choice within a period of 12 months