



# FRONTLINE CUSTOMER SERVICE

## Introduction

You could have the best looking beauty salon or hotel, but if your staff are not customer focused, they can potentially drive customers away from your business.

This highly interactive 1 day programme outlines the basic principles for delivering service which is not only effective, but exceeds customer expectations.

Delegates are deliberately exposed to thought provoking examples, which emphasise the need for understanding customers and their differences and how it will add value to them and to the business, to make their customers feel valued.

This course aims to transform mindsets, so that delegates are motivated and inspired to treat the business as their own, highlighting personal benefits. It ignites passion and purpose through effective engagement.

## Exceed Customer Expectations:

Create & maintain  
Positive First  
Impressions

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Eliminate  
Communication  
Barriers

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Go the extra mile

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Listen Attentively  
to Understand  
Customer Needs

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Be resourceful

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**Ngage**  
**Training**  
Enhancing Engagement for Performance

# COURSE OUTLINE

## Target Audience:

**Public and Private Sectors:** Beauty Therapists, Cashiers, Hotel receptionists, Clerks, PA's, Admin staff, Waiters, Travel Agency staff, Booking Agents, Reservation Desk staff

### Content

- **Role Clarification**  
Brand alignment  
Understanding my purpose  
Internal Customers
  - **First Impressions**  
Projecting a professional image (Grooming)  
“I’d love” to vs “I have to”
  - **Types of Communication**  
Communication defined  
Communication barriers  
Listening attentively
  - **Building Customer Loyalty through Engagement**  
Communicating customer value  
Turning challenges into opportunities  
Embracing Diversity
- **Competitor Advantage**  
What sets you apart  
How to be add more value (List of resources)
  - **Means & Abilities**  
Action Plans – Closing the gaps
  - **Practical's**  
Theory in Action  
Evaluation and coaching feedback

### Learning Methodology

- ✓ PowerPoint Presentation
- ✓ Facilitator Led-Discussions
- ✓ Group Discussions
- ✓ Individual and Group Activities
- ✓ Videos

## Course Outcomes

- ✓ Delegates will understand the importance of their role and the impact of their attitude
- ✓ The importance of first impressions and lasting impressions – grooming
- ✓ Understanding the communication model, barriers and ways to overcome them
- ✓ How to engage with customers to build customer loyalty
- ✓ Understanding and respecting diversity
- ✓ How to outshine your competitor
- ✓ Practical application of skills learned

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**Course Fee:** R1800 per delegate

**“It takes months to find a customer...seconds to lose one”**

**Vince Lombardi**

**Your business is only as good as the people behind it.** That's right, **people - your employees**, drive your business. Their level of engagement within the business is what will be the distinguishing factor that sets you apart from your competitors.

**Don't spend so much of time focused on winning new customers that you don't make the current customers feel valued.** Remember, the better service they receive, the more people they will refer to your business. Invest and develop your staff so that they have the right skills to communicate the customers' value.