



 B4 L2 Bronze Meadow Street, Westernville Saphire,
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 www.MSSCorporation.com.ph

CUSTOMER SERVICE TRAINING IN THE PHILIPPINES

Delivering Consistent, Professional, and Customer-Centered Service Across All Channels

1-Day Face-to-Face or Virtual Training Program

TRAINING OVERVIEW

Customer service is no longer limited to front-desk or call-center interactions. Today, customer experience is shaped through **every touchpoint**—face-to-face conversations, phone calls, emails, live chats, websites, and social media platforms.

Organizations across industries face similar challenges:

- Inconsistent service quality
- Miscommunication with customers
- Difficulty handling complaints and emotional customers
- Missed opportunities to build trust, loyalty, and repeat business

This **Customer Service Training in the Philippines** is a **generic, industry-agnostic program** designed to equip customer-facing employees with the **knowledge, skills, and attitude** required to deliver excellent service—regardless of the company’s products, services, or service channels.

Delivered using the **MSS EnterTRAINment approach**, this program blends practical frameworks, interactive exercises, and real-world scenarios to ensure participants can **apply customer service best practices immediately** in their respective roles.

TRAINING GOAL

To develop customer service professionals who consistently deliver positive, professional, and customer-centered service across face-to-face, online, and telephone interactions.

TRAINING OBJECTIVES

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

1. Understand the fundamentals of excellent customer service applicable across all industries
2. Demonstrate effective communication skills in face-to-face, online, and phone-based interactions
3. Apply empathy and professionalism when dealing with diverse customer personalities
4. Handle customer concerns, issues, and complaints with confidence and structure
5. Contribute to higher customer satisfaction, loyalty, and positive brand perception



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TRAINING OUTLINE (8:00 AM – 5:00 PM)

Module 1: Foundations of Excellent Customer Service

8:00 AM – 10:00 AM

Topics Covered:

- What customer service means in today's business environment
- Customer expectations across different service channels
- The role of frontline employees in shaping customer experience
- Service mindset, attitude, and professionalism
- Understanding the customer journey and touchpoints

Preview of Supporting Activity:

Customer Experience Reflection – Participants share personal experiences as customers and identify what made service excellent or poor.

10:00 AM – 10:15 AM | Morning Break

Module 2: Effective Communication Across Service Channels

10:15 AM – 12:00 NN

Topics Covered:

- Verbal and non-verbal communication in face-to-face service
- Professional tone and clarity in phone conversations
- Writing clear, polite, and customer-friendly emails and online messages
- Active listening and questioning techniques
- Avoiding common communication breakdowns

Preview of Supporting Activity:

Channel-Based Communication Practice – Participants practice responding to customer inquiries using face-to-face, phone, and written communication scenarios.

12:00 NN – 1:00 PM | Lunch Break



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Module 3: Handling Customer Concerns, Issues, and Complaints

1:00 PM – 3:00 PM

Topics Covered:

- Understanding why customers complain
- Managing emotions—both the customer's and your own
- A simple, structured approach to complaint handling
- De-escalation techniques for difficult situations
- Turning service recovery into trust-building moments

Preview of Supporting Activity:

Customer Issue Simulation – Groups role-play common customer issues and practice structured resolution techniques.

3:00 PM – 3:15 PM | Afternoon Break

Module 4: Building Satisfaction, Loyalty, and Positive Customer Relationships

3:15 PM – 4:30 PM

Topics Covered:

- Consistency in service quality
- Managing expectations and setting clear service boundaries
- Personalizing service without overpromising
- Encouraging repeat business and positive feedback
- Aligning individual service behaviors with organizational values

Preview of Supporting Activity:

Service Improvement Mapping – Participants identify simple actions they can take to improve customer satisfaction in their current roles.

Wrap-Up, Integration, and Action Planning

4:30 PM – 5:00 PM

- Key customer service insights and best practices
- Individual service commitments
- Application planning for immediate workplace use



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TRAINING METHODS

- Facilitated discussions
- Interactive role-plays and simulations
- Realistic customer service scenarios
- Group reflection and action planning
- MSS **EnterTRAINment** approach (learning + engagement)