

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.  
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## CUSTOMER SERVICE EXCELLENCE AND CUSTOMER-CENTRICITY TRAINING IN THE PHILIPPINES

**A 1-Day Practical Customer Service Training Program on Customer-Centered Communication, Service Standards, Complaint Handling, Service Recovery, and Customer Loyalty**

### TRAINING OVERVIEW

Excellent customer service is not limited to being polite, smiling at customers, or responding quickly to requests. Customer service excellence means understanding what customers need, communicating clearly, taking responsibility, resolving concerns effectively, managing expectations, coordinating with other employees, and creating consistently positive experiences across every customer interaction.

This 1-day **Customer Service Excellence Training in the Philippines** is designed for frontline employees, customer service representatives, branch personnel, sales employees, administrative staff, operations teams, contact-center personnel, government employees, healthcare workers, hospitality teams, retail employees, supervisors, and other personnel who directly or indirectly influence customer experience.

Customers may interact with an organization through:

- Face-to-face transactions
- Telephone calls
- Email
- Chat and messaging applications
- Social media
- Online meetings
- Service counters
- Branches and offices
- Sales representatives
- Technical or operational teams
- Billing, collection, delivery, and after-sales support

Regardless of the channel, customers expect employees to be professional, responsive, accurate, respectful, knowledgeable, and willing to take ownership.

Organizations may experience customer-service problems when employees:

- Treat customer service as the responsibility of only one department
- Focus on procedures without understanding customer impact
- Communicate in a cold, unclear, or defensive manner
- Fail to listen before responding
- Make customers repeat information to several employees

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- Transfer responsibility instead of coordinating a solution
- Promise outcomes that cannot be delivered
- Avoid difficult customers or complaints
- Apply policies without explaining them properly
- Fail to manage expectations
- Allow concerns to remain unresolved
- Provide inconsistent service across employees, branches, or channels
- Concentrate only on completing the transaction
- Ignore opportunities to create trust, loyalty, and positive word of mouth

This practical **Customer Service Training in the Philippines** helps participants understand that every role contributes to the customer experience.

Participants learn how to:

- Adopt a customer-centered service mindset
- Understand customer expectations and emotions
- Create professional first impressions
- Communicate with clarity, empathy, and confidence
- Ask questions and listen actively
- Manage expectations and provide accurate information
- Handle complaints and difficult interactions calmly
- Apply practical service-recovery techniques
- Take ownership without making unauthorized promises
- Coordinate effectively with internal customers and departments
- Create positive moments of truth
- Strengthen customer trust and loyalty

Using the MSS EnterTRAINment approach, the program combines concise discussions, service self-assessments, customer-persona activities, communication drills, service scenarios, complaint-handling role plays, service-recovery challenges, team exercises, reflection, and workplace action planning.

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## **TRAINING GOAL**

To equip participants with the mindset, communication skills, service behaviors, and practical tools required to deliver professional, customer-centered, responsive, and consistently excellent service.

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## **TRAINING OBJECTIVES**

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

1. Explain the importance of customer service excellence to customer satisfaction, loyalty, reputation, and organizational performance



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2. Distinguish ordinary customer service from customer service excellence
3. Explain customer-centricity and how different roles influence the customer experience
4. Identify external and internal customers
5. Recognize customer expectations, needs, emotions, and service priorities
6. Create positive first impressions through professional appearance, behavior, and communication
7. Apply active listening, questioning, empathy, and positive-language techniques
8. Communicate procedures, limitations, delays, and difficult information clearly
9. Manage customer expectations without making unrealistic promises
10. Take appropriate ownership of customer concerns
11. Respond professionally to dissatisfied, demanding, emotional, or irate customers
12. Distinguish a question, concern, complaint, request, and service failure
13. Apply a structured complaint-handling and service-recovery process
14. Protect customer dignity while maintaining organizational policies and boundaries
15. Coordinate effectively with colleagues and internal departments
16. Identify service gaps and moments of truth within the customer journey
17. Demonstrate accountability, responsiveness, accuracy, and follow-through
18. Develop a personal Customer Service Excellence Action Plan

**TRAINING OUTLINE**

**One-Day Customer Service Excellence Training Program**

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p><b>MODULE 1: BUILDING A CUSTOMER-CENTRIC SERVICE MINDSET</b></p> <ul style="list-style-type: none"> <li>• Understanding customer service excellence</li> <li>• Customer service versus customer experience</li> <li>• Service excellence versus basic courtesy</li> <li>• Understanding customer-centricity</li> <li>• External customers and internal customers</li> <li>• How frontline, support, administrative, technical, and leadership roles affect customers</li> <li>• Why customers remember both outcomes and treatment</li> <li>• Customer expectations: accuracy, speed, clarity, respect, convenience,</li> </ul>	<p><b>Customer Service Reality Check</b></p> <p>Participants assess their current service habits, strengths, common customer concerns, and workplace barriers.</p> <p><b>Customer or Company Perspective? Challenge</b></p> <p>Teams examine service situations from both the organization’s and the customer’s point of view.</p> <p><b>Moments of Truth Mapping</b></p> <p>Participants identify interactions that may strengthen or weaken customer confidence.</p> <p><b>Output:</b> Customer Service Excellence Self-Assessment and Moments of Truth Map</p>

	<p>empathy, consistency, and resolution</p> <ul style="list-style-type: none"> <li>• Customer needs versus customer wants</li> <li>• Functional and emotional customer needs</li> <li>• The cost of poor service</li> <li>• Effects on satisfaction, loyalty, reputation, repeat business, complaints, and employee workload</li> <li>• Understanding moments of truth</li> <li>• How small interactions shape the overall customer experience</li> <li>• Creating positive first impressions</li> <li>• Professional appearance, attitude, body language, tone, and readiness</li> <li>• Service ownership versus blame-shifting</li> <li>• Working within policies while remaining customer-centered</li> <li>• Developing the mindset of a service professional</li> </ul>	
<p><b>10:00–10:15 AM</b></p>	<p style="text-align: center;"><b>Morning Break</b></p>	
<p><b>10:15 AM–12:00 NN</b></p>	<p><b>MODULE 2: COMMUNICATING WITH CUSTOMERS THROUGH EMPATHY, CLARITY, AND PROFESSIONALISM</b></p> <ul style="list-style-type: none"> <li>• Communication as a core customer-service competency</li> <li>• Understanding the customer before providing an answer</li> <li>• Listening to understand rather than merely waiting to respond</li> <li>• Active-listening behaviors</li> <li>• Avoiding interruption, assumptions, and premature solutions</li> <li>• Asking open, closed, clarifying, probing, and confirmation questions</li> <li>• Identifying the customer’s main concern</li> <li>• Acknowledging feelings without automatically admitting fault</li> <li>• Communicating empathy</li> </ul>	<p><b>Listen for the Real Need Exercise</b></p> <p>Participants identify facts, emotions, expectations, and hidden concerns within customer statements.</p> <p><b>Customer Communication Makeover</b></p> <p>Teams transform unhelpful service statements into clear, respectful, and solution-oriented responses.</p> <p><b>Empathy and Clarification Role Play</b></p> <p>Participants practice listening, acknowledging, questioning, explaining, and confirming understanding.</p> <p><b>Output:</b> Customer Communication and Positive-Language Guide</p>



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	<p>appropriately</p> <ul style="list-style-type: none"> <li>• Empathy versus sympathy, agreement, and surrender</li> <li>• Using positive and solution-oriented language</li> <li>• Replacing dismissive, blaming, vague, and defensive statements</li> <li>• Explaining procedures, requirements, and policies clearly</li> <li>• Managing expectations honestly</li> <li>• Communicating delays and limitations professionally</li> <li>• Avoiding technical jargon and internal terminology</li> <li>• Providing accurate and complete information</li> <li>• Checking customer understanding</li> <li>• Maintaining a professional tone in face-to-face, telephone, email, chat, and messaging interactions</li> <li>• Respectful language across different customer personalities and backgrounds</li> <li>• Knowing when to escalate, refer, or seek assistance</li> </ul>	
<p><b>12:00 NN–1:00 PM</b></p>	<p style="text-align: center;"><b>Lunch Break</b></p>	
<p><b>1:00–3:00 PM</b></p>	<p><b>MODULE 3: HANDLING DIFFICULT CUSTOMERS, COMPLAINTS, AND SERVICE FAILURES</b></p> <ul style="list-style-type: none"> <li>• Why customers become dissatisfied, frustrated, emotional, or angry</li> <li>• Understanding the difference between difficult behavior and a legitimate concern</li> <li>• Recognizing questions, requests, complaints, objections, and service failures</li> <li>• Managing personal reactions during tense interactions</li> <li>• Remaining calm without becoming cold or passive</li> </ul>	<p><b>Complaint Decoder Challenge</b></p> <p>Participants identify the facts, feelings, impact, expectations, and possible resolution behind customer complaints.</p> <p><b>What Helps and What Makes It Worse?</b></p> <p>Teams evaluate common employee responses to upset customers.</p> <p><b>Difficult Customer Role-Play Circuit</b></p> <p>Participants practice responding to customer frustration, repeated follow-ups, delays, unavailable products, policy disputes, and</p>



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	<ul style="list-style-type: none"> <li>• Avoiding defensiveness, arguments, blame, and retaliation</li> <li>• Allowing the customer to explain the concern</li> <li>• Listening for facts, emotions, impact, and expectations</li> <li>• Acknowledging the customer’s experience respectfully</li> <li>• Clarifying the concern before offering a solution</li> <li>• Identifying what can and cannot be resolved immediately</li> <li>• Explaining limitations and policies without sounding dismissive</li> <li>• Offering appropriate options</li> <li>• Taking ownership without accepting unauthorized liability</li> <li>• Knowing when to apologize and how to apologize professionally</li> <li>• Handling price, delay, quality, availability, billing, process, and employee-behavior complaints</li> <li>• Handling repeated complaints and recurring service issues</li> <li>• Responding to customers who interrupt, shout, accuse, threaten, or refuse proposed solutions</li> <li>• Setting respectful boundaries against abusive behavior</li> <li>• Knowing when to escalate to a supervisor, security personnel, or another authorized function</li> <li>• Documenting important customer concerns accurately</li> </ul>	<p>service mistakes.</p> <p><b>Output:</b> Difficult Customer and Complaint-Handling Response Planner</p>
<p><b>3:00–3:15 PM</b></p>	<p style="text-align: center;"><b>Afternoon Break</b></p>	
<p><b>3:15–5:00 PM</b></p>	<p><b>MODULE 4: SERVICE RECOVERY, CUSTOMER LOYALTY, AND CONTINUOUS SERVICE IMPROVEMENT</b></p> <ul style="list-style-type: none"> <li>• Understanding service recovery</li> <li>• Why unresolved failures damage trust</li> </ul>	<p><b>Service Recovery Challenge</b></p> <p>Teams develop an appropriate recovery response for a realistic service failure.</p> <p><b>Internal Customer Relay</b></p>



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	<ul style="list-style-type: none"> <li>• Service recovery versus simply saying sorry</li> <li>• Responding promptly and appropriately</li> <li>• Confirming the customer’s desired outcome</li> <li>• Providing realistic options and next steps</li> <li>• Coordinating internally to resolve customer concerns</li> <li>• Closing the loop with the customer</li> <li>• Confirming that the concern has been addressed</li> <li>• Preventing repeat service failures</li> <li>• Learning from complaints and customer feedback</li> <li>• Identifying root causes rather than repeatedly correcting symptoms</li> <li>• Internal customer service and interdepartmental coordination</li> <li>• How delayed handoffs and unclear ownership affect customers</li> <li>• Maintaining accurate endorsements and customer records</li> <li>• Managing commitments and follow-through</li> <li>• Understanding customer satisfaction and customer loyalty</li> <li>• Creating trust through consistency and reliability</li> <li>• Personalization without overfamiliarity</li> <li>• Recognizing opportunities to exceed expectations appropriately</li> <li>• Avoiding expensive or unsustainable over-servicing</li> <li>• Turning customer feedback into service improvement</li> <li>• Establishing individual and team service standards</li> <li>• Creating personal accountability for excellent customer service</li> </ul>	<p>Participants experience how incomplete endorsements, unclear ownership, and delayed coordination affect the final customer.</p> <p><b>Stop–Start–Continue Service Workshop</b></p> <p>Participants identify behaviors and processes that should be stopped, introduced, or maintained.</p> <p><b>Final Outputs:</b></p> <ol style="list-style-type: none"> <li>1. Customer Service Excellence and Recovery Action Guide</li> <li>2. Personal 30-Day Customer Service Excellence Action Plan</li> </ol>
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## TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical instruction, active participation, realistic customer situations, collaborative problem-solving, enjoyable experiential activities, and immediate workplace application.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- Customer service self-assessment
- Customer-perspective exercises
- Customer-persona and expectation analysis
- Moments of truth mapping
- Active-listening drills
- Empathy and positive-language exercises
- Customer communication makeovers
- Service scenario analysis
- Difficult-customer role plays
- Complaint-handling simulations
- Service-recovery challenges
- Internal customer coordination exercises
- Team competitions and gamified activities
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal customer-service action planning

The program may be customized using the organization's actual:

- Customer profiles
- Products and services
- Customer touchpoints
- Service standards
- Communication channels
- Customer complaints
- Policies and procedures
- Escalation processes
- Service-recovery authority
- Customer feedback
- Service-level agreements
- Customer-service performance indicators

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## KEY PROGRAM DESIGN STRENGTHS

- Develops both customer-service mindset and practical customer-handling skills
- Connects employee behavior with customer experience and organizational performance
- Applies to frontline and support employees
- Balances customer needs with policies, boundaries, and operational realities
- Strengthens listening, empathy, questioning, and positive language
- Addresses face-to-face, telephone, email, chat, and messaging interactions
- Includes difficult-customer and complaint-handling practice
- Develops practical service-recovery capability
- Reinforces internal customer service and interdepartmental coordination
- Strengthens accountability and follow-through
- Avoids superficial “smile and be friendly” service training
- Produces practical workplace tools and action plans
- Can be customized to the organization’s actual customers and service concerns
- Applicable to private companies, government agencies, healthcare, retail, hospitality, banking, contact centers, utilities, education, logistics, and professional services

## WHO SHOULD ATTEND

This Customer Service Excellence Training Program is suitable for:

- Customer service representatives
- Frontline personnel
- Branch employees
- Receptionists
- Administrative staff
- Sales personnel
- Retail employees
- Contact-center agents
- Telephone and chat support personnel
- Healthcare frontliners
- Hospitality employees
- Government service personnel
- Technical support teams
- Billing and collection personnel
- Delivery and logistics employees
- After-sales service teams
- Customer-facing supervisors
- Employees whose work affects customer experience
- Newly hired employees requiring customer-service orientation

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## EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

### 1. Customer Service Excellence Self-Assessment and Moments of Truth Map

A practical assessment of the participant's customer-service strengths, improvement areas, customer touchpoints, and critical moments of truth.

### 2. Customer Communication and Positive-Language Guide

A reference containing appropriate listening, empathy, questioning, explanation, expectation-setting, and customer-response techniques.

### 3. Difficult Customer and Complaint-Handling Response Planner

A structured guide for understanding complaints, controlling reactions, clarifying concerns, offering options, setting boundaries, and escalating appropriately.

### 4. Customer Service Excellence and Recovery Action Guide

A workplace tool covering service ownership, recovery actions, internal coordination, customer updates, follow-through, and prevention of repeated problems.

### 5. Personal 30-Day Customer Service Excellence Action Plan

A practical plan identifying specific customer-service behaviors, communication improvements, service commitments, and application measures.

## WHAT IS CUSTOMER SERVICE EXCELLENCE?

Customer service excellence is the consistent delivery of professional, accurate, responsive, respectful, and customer-centered support that meets reasonable expectations and strengthens trust.

It requires employees to:

- Understand the customer
- Communicate clearly
- Listen actively
- Provide accurate information
- Manage expectations
- Take appropriate ownership
- Coordinate internally
- Resolve concerns
- Follow through on commitments
- Learn from feedback
- Protect the long-term relationship

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Excellent service does not mean agreeing to every request or ignoring company policies.

## CUSTOMER SERVICE VERSUS CUSTOMER EXPERIENCE

Customer Service	Customer Experience
Refers to direct assistance provided to customers	Covers the customer's complete perception of the organization
May occur before, during, or after a transaction	Begins before direct contact and continues throughout the relationship
Often involves answering questions and resolving concerns	Includes every touchpoint, process, communication, and outcome
May be delivered by a specific service team	Is influenced by every department and employee
Focuses on particular interactions	Reflects the customer's overall journey

Customer service is an important part of the wider customer experience.

## WHAT IS CUSTOMER-CENTRICITY?

Customer-centricity is an organizational mindset and approach that considers customer needs, expectations, outcomes, and experiences when making decisions and delivering products or services.

A customer-centric organization:

- Understands its customers
- Designs processes with customer impact in mind
- Provides clear and consistent communication
- Coordinates across departments
- Uses customer feedback for improvement
- Balances customer value with organizational sustainability
- Holds employees accountable for service outcomes

Customer-centricity does not mean allowing customers to disregard policies or employee boundaries.

## THE CUSTOMER SERVICE EXCELLENCE PROCESS

### 1. Prepare

Maintain:

- Professional appearance

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- Product and service knowledge
- Awareness of policies
- Access to required information
- Positive attitude
- Readiness to assist

## 2. Connect

Create a positive first impression through:

- Professional greeting
- Appropriate eye contact
- Respectful tone
- Attentive body language
- Willingness to assist

## 3. Understand

Identify:

- The customer's request
- Relevant facts
- Emotions
- Expectations
- Urgency
- Desired outcome

## 4. Respond

Provide:

- Accurate information
- Clear explanations
- Appropriate options
- Realistic expectations
- Professional recommendations

## 5. Resolve

When a concern exists:

- Take appropriate ownership
- Coordinate with relevant employees
- Escalate when necessary
- Provide updates
- Confirm next steps

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## 6. Confirm

Check that:

- The customer understands
- The request has been addressed
- Responsibilities and timelines are clear
- No important concern remains

## 7. Close

End positively by:

- Summarizing the agreement
- Thanking the customer
- Confirming follow-through
- Providing contact or reference information when appropriate

## 8. Improve

Use feedback and service data to:

- Identify recurring problems
- Correct root causes
- Improve processes
- Strengthen employee capability

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## CUSTOMER SERVICE MOMENTS OF TRUTH

A moment of truth is any interaction that shapes the customer's impression of the organization.

Examples include:

- Initial inquiry
- Greeting or reception
- Waiting time
- Product or service explanation
- Application or registration
- Ordering
- Payment
- Delivery
- Request for assistance
- Complaint handling
- Follow-up
- Service recovery
- Renewal

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- Cancellation
- After-sales support

Organizations should identify which moments have the greatest effect on customer trust and satisfaction.

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## **CUSTOMER EXPECTATIONS**

Customers commonly expect:

- Respect
- Accuracy
- Clarity
- Responsiveness
- Fairness
- Convenience
- Empathy
- Reliability
- Consistency
- Ownership
- Resolution
- Honest expectation-setting

Not every expectation can be fulfilled, but every reasonable concern should be handled professionally.

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## **ACTIVE LISTENING FOR CUSTOMER SERVICE**

Active listening requires employees to:

- Give full attention
- Avoid interrupting
- Observe verbal and nonverbal signals
- Clarify unclear information
- Ask relevant follow-up questions
- Restate important details
- Confirm understanding
- Avoid assuming the solution too quickly

Customers are more likely to accept explanations and solutions when they feel understood.

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## EMPATHY IN CUSTOMER SERVICE

Empathy means recognizing and responding appropriately to the customer's experience and feelings.

Appropriate empathy statements may include:

- "I understand why this delay is frustrating."
- "I can see why you would want this clarified."
- "I understand that this is important to you."
- "Thank you for explaining what happened."
- "Let me make sure I understand your concern correctly."

Empathy should be sincere and followed by useful action or explanation.

## POSITIVE CUSTOMER-SERVICE LANGUAGE

Instead of saying:

- "That is not my department."
- "You have to wait."
- "That is our policy."
- "You are wrong."
- "I cannot do anything."
- "Calm down."

Employees may say:

- "Let me connect you with the appropriate person and explain the concern."
- "The expected waiting time is approximately..."
- "Let me explain the reason for this requirement and the available options."
- "Let us review the information together."
- "Here is what I can do at this stage."
- "I would like to understand the concern fully so we can identify the next step."

Positive language should remain honest and should not hide important limitations.

## HANDLING CUSTOMER COMPLAINTS

A practical complaint-handling process may involve:

### 1. Listen

Allow the customer to explain the concern.

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**2. Acknowledge**

Recognize the customer's experience and emotion.

**3. Clarify**

Identify the facts, impact, and desired outcome.

**4. Confirm**

Restate the concern to ensure accurate understanding.

**5. Explain**

Provide relevant and truthful information.

**6. Resolve**

Offer appropriate options or corrective action.

**7. Escalate**

Seek authorized assistance when necessary.

**8. Follow Through**

Complete agreed actions and update the customer.

**9. Confirm Closure**

Check whether the concern has been addressed.

**10. Improve**

Use the complaint to prevent similar problems.

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**SERVICE RECOVERY**

Service recovery is the organization's response when a product, service, process, employee action, or expectation has failed.

Effective service recovery may include:

- Prompt acknowledgment
- A sincere and appropriate apology
- Accurate explanation
- Corrective action
- Realistic options
- Regular updates
- Internal coordination
- Confirmation of resolution
- Prevention of recurrence

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Service recovery should be proportionate to the problem and consistent with organizational authority and policy.

## INTERNAL CUSTOMER SERVICE

Internal customer service refers to the support employees and departments provide to one another so that the organization can serve external customers effectively.

Internal service problems may include:

- Incomplete endorsements
- Delayed responses
- Unclear responsibilities
- Withholding information
- Blame-shifting
- Poor coordination
- Failure to update customer records
- Missed internal commitments
- Inconsistent service standards

External customers often experience the effects of internal service failures.

## CUSTOMER SERVICE PERFORMANCE MEASURES

Organizations may monitor:

- Customer satisfaction
- Customer effort
- Response time
- Resolution time
- First-contact resolution
- Complaint volume
- Repeat complaints
- Escalation rate
- Service-level compliance
- Accuracy
- Waiting time
- Customer retention
- Repeat business
- Customer feedback
- Service-recovery effectiveness
- Quality-assurance results
- Employee adherence to service standards

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Measures should be used to improve service rather than encourage employees to manipulate data or rush customers.

## COMMON CUSTOMER SERVICE MISTAKES

Employees may weaken customer trust when they:

- Ignore or delay acknowledging customers
- Interrupt before fully understanding
- Give incomplete or inaccurate information
- Use technical or internal jargon
- Sound defensive
- Blame another employee or department
- Apply policies without explanation
- Make unauthorized promises
- Fail to provide updates
- Transfer customers repeatedly
- Treat complaints as personal attacks
- Argue about who is correct
- Say “no” without explaining options
- Fail to document commitments
- Forget agreed follow-up
- Assume friendliness alone equals excellent service
- Treat internal coordination as separate from customer service

## ETHICAL CUSTOMER SERVICE PRINCIPLES

Professional customer-service employees should:

- Provide accurate and truthful information
- Protect customer privacy and confidentiality
- Treat customers fairly and respectfully
- Avoid discrimination and favoritism
- Follow applicable policies and regulations
- Avoid unauthorized commitments
- Document important information accurately
- Escalate safety, legal, ethical, or security concerns appropriately
- Maintain professional boundaries
- Avoid retaliating against difficult customers
- Respect employees' dignity and safety
- Balance customer satisfaction with responsible organizational decisions

**MSS SUCCESS SPACES**

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## WHAT THIS PROGRAM IS NOT

This program is not limited to:

- Smiling at customers
- Memorizing greeting scripts
- Saying “the customer is always right”
- Agreeing to every request
- Giving discounts or freebies
- Apologizing repeatedly
- Avoiding difficult conversations
- Allowing customers to abuse employees
- Ignoring policies
- Making unrealistic promises
- Entertaining customers without resolving concerns

It is a practical system for understanding customers, communicating professionally, resolving concerns, coordinating internally, and delivering consistent service value.

## WHY CUSTOMER SERVICE EXCELLENCE TRAINING MATTERS

Organizations may invest heavily in products, facilities, technology, marketing, branding, and operations but still lose customers because of poor service interactions.

A practical **Customer Service Excellence Training in the Philippines** helps employees move from:

- Transaction completion to customer value
- Scripted responses to genuine understanding
- Passive assistance to appropriate ownership
- Defensive communication to professional empathy
- Blame-shifting to internal coordination
- Policy recitation to clear explanation
- Complaint avoidance to effective resolution
- One-time recovery to continuous improvement
- Inconsistent service to shared standards
- Customer satisfaction to stronger trust and loyalty

## COMMON CUSTOMER SERVICE EXCELLENCE TRAINING TOPICS

The program may include or be customized around:

- Customer service excellence
- Customer-centricity
- Customer service skills

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- Customer experience
- Customer expectations
- Customer communication
- Active listening
- Empathy
- Positive language
- Professional service behavior
- Handling difficult customers
- Complaint handling
- Service recovery
- Customer satisfaction
- Customer loyalty
- Internal customer service
- Moments of truth
- Customer journey awareness
- Service standards
- Service ownership
- Customer-service performance measures
- Customer-service action planning

## RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Handling Difficult andirate Customers, Complaints, and Service Recovery
- Customer Communication Skills
- Customer Experience Management and Customer Journey Mapping
- Omnichannel Customer Service Excellence
- Call Center and Telephone Customer Service
- Emotional Intelligence and Resilience for Customer-Facing Employees
- Customer-Centric Service Culture and Internal Customer Service
- Customer Service Leadership and Coaching
- AI-Assisted Customer Service and CRM
- Retail Selling, Upselling, and Cross-Selling
- Conflict Management
- Business Communication

## FREQUENTLY ASKED QUESTIONS

### What is Customer Service Excellence Training?

Customer Service Excellence Training develops the mindset, communication skills, service behaviors, and problem-solving capabilities employees need to understand customers, respond professionally, manage expectations, resolve concerns, and build trust.

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**Who should attend this training?**

The program is suitable for frontline employees, customer service representatives, sales personnel, administrative employees, government personnel, branch teams, retail employees, hospitality staff, healthcare workers, contact-center agents, technical teams, and supervisors.

**Is Customer Service Excellence Training only for frontline employees?**

No. Support, administrative, operations, technical, finance, logistics, and leadership employees also influence the customer experience through their decisions, responsiveness, coordination, and internal service.

**Does the program cover difficult customers?**

Yes. Participants learn how to remain calm, clarify concerns, acknowledge emotions, explain policies, offer appropriate options, set boundaries, and escalate when necessary.

**Does the training include complaint handling?**

Yes. The program includes a structured process for listening, acknowledging, clarifying, resolving, escalating, following through, and learning from customer complaints.

**Does the program cover service recovery?**

Yes. Participants learn how to respond when a product, service, process, communication, or commitment has failed.

**Does the program cover internal customer service?**

Yes. It reinforces the importance of interdepartmental coordination, accurate endorsements, shared ownership, responsiveness, and reliable internal support.

**Can the program be customized?**

Yes. Activities and scenarios may be based on the organization's actual customers, service channels, complaints, policies, processes, escalation procedures, and service standards.

**Is the training available onsite and online?**

The program may be delivered face-to-face, virtually, or through a customized hybrid format, subject to the organization's requirements and participant size.

**What outputs will participants produce?**

Participants develop a Moments of Truth Map, Customer Communication Guide, Complaint-Handling Planner, Service Recovery Action Guide, and 30-Day Customer Service Excellence Action Plan.

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