

**MSS SUCCESS SPACES**

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## CUSTOMER COMMUNICATION SKILLS TRAINING IN THE PHILIPPINES

### A 1-Day Practical Training Program on Active Listening, Empathy, Effective Questioning, Positive Language, Clear Explanations, Expectation Management, and Professional Customer Conversations

#### TRAINING OVERVIEW

Customers do not evaluate an organization only by the products it sells or the services it provides. They also evaluate how employees listen, respond, explain, clarify, reassure, update, and follow through during every interaction.

An employee may possess complete technical knowledge but still create customer dissatisfaction when information is delivered unclearly, questions are answered defensively, expectations are not managed properly, or the customer does not feel heard and understood.

Effective customer communication requires more than speaking politely or following a prepared script. Employees must be able to:

- Understand what the customer is really communicating
- Separate facts, emotions, expectations, and assumptions
- Ask relevant questions without making the interaction feel like an interrogation
- Listen without interrupting or immediately defending
- Explain products, services, requirements, procedures, and limitations clearly
- Demonstrate appropriate empathy
- Use positive and solution-oriented language
- Adjust communication according to the customer and channel
- Manage expectations honestly
- Confirm mutual understanding
- Record and endorse customer information accurately
- Close conversations with clear agreements and next steps

This 1-day **Customer Communication Skills Training in the Philippines** is designed for customer service representatives, frontline employees, branch personnel, contact-center agents, receptionists, administrative staff, sales employees, healthcare workers, hospitality personnel, government service employees, technical support teams, billing and collection personnel, account managers, supervisors, and other employees who communicate with customers.

The program is suitable for organizations experiencing challenges such as:

- Customers frequently misunderstanding instructions or requirements
- Employees interrupting customers before hearing the full concern
- Customer conversations becoming repetitive or unnecessarily long
- Employees using technical jargon, internal terminology, or vague explanations

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- Inconsistent information being provided across employees or departments
- Cold, scripted, robotic, defensive, or dismissive communication
- Employees struggling to show empathy naturally
- Customers receiving answers without clear next steps
- Unrealistic promises being made to avoid disappointing customers
- Delays and limitations being communicated poorly
- Email and chat messages sounding abrupt, confusing, or unprofessional
- Telephone conversations lacking structure and call control
- Customers having to repeat their concerns to several employees
- Incomplete endorsements between departments
- Employees focusing only on what cannot be done
- Difficult information being avoided or softened to the point of becoming misleading
- Customer concerns escalating because of tone rather than the actual problem

Organizations searching for **Communicating with Customers Training in the Philippines** need a program that develops both the human and technical sides of communication.

Participants learn how to understand the customer's message, regulate their reactions, communicate with empathy, ask effective questions, provide clear explanations, use positive language, manage difficult information, and establish appropriate next steps.

The program also addresses customer communication through:

- Face-to-face interactions
- Telephone calls
- Video meetings
- Email
- Live chat
- Messaging applications
- Social media
- Service counters
- Branch and office transactions
- Internal endorsements and customer handoffs

Using the MSS EnterTRAINment approach, the program combines concise discussions, customer-listening exercises, questioning drills, empathy challenges, message makeovers, telephone and face-to-face simulations, email and chat writing activities, communication games, customer scenarios, peer feedback, and workplace action planning.

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## TRAINING GOAL

To equip participants with the practical communication mindset, techniques, and behaviors required to understand customers accurately, respond with empathy and professionalism, explain information clearly, manage



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expectations honestly, and create positive and productive customer conversations across different communication channels.

## TRAINING OBJECTIVES

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

1. Explain the importance of effective communication to customer satisfaction, trust, loyalty, and service quality
2. Identify the common barriers that cause customer misunderstanding and frustration
3. Distinguish hearing from active listening
4. Recognize the facts, feelings, needs, expectations, and desired outcomes within a customer's message
5. Avoid interrupting, assuming, judging, or offering premature solutions
6. Apply verbal and nonverbal active-listening behaviors
7. Use open, closed, clarifying, probing, confirmation, and solution-focused questions appropriately
8. Demonstrate empathy without automatically agreeing with every statement or demand
9. Use positive, respectful, and customer-centered language
10. Replace blaming, defensive, vague, technical, and dismissive expressions
11. Explain products, services, procedures, policies, requirements, delays, and limitations clearly
12. Organize customer information logically and concisely
13. Adjust tone, pace, vocabulary, and level of detail according to the customer
14. Communicate professionally through face-to-face, telephone, email, chat, messaging, and video channels
15. Manage customer expectations without making unrealistic or unauthorized promises
16. Deliver unfavorable information professionally
17. Confirm customer understanding and agreed next steps
18. Conduct complete and accurate internal endorsements
19. Apply the C.L.E.A.R. Customer Communication Process
20. Develop a personal Customer Communication Skills Improvement Plan

## ONE-DAY TRAINING OUTLINE

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<p><b>MODULE 1: UNDERSTANDING CUSTOMERS AND THE FOUNDATIONS OF EFFECTIVE COMMUNICATION</b></p> <ul style="list-style-type: none"> <li>• Customer communication as a critical service competency</li> <li>• Why customers evaluate both the answer and the way it is communicated</li> </ul>	<p><b>Customer Communication Reality Check</b></p> <p>Participants assess their current communication strengths, habits, difficult situations, and development areas.</p> <p><b>What Is the Customer Really Saying?</b></p> <p>Teams examine customer statements and identify</p>



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- Communication and its effect on customer confidence, satisfaction, loyalty, and reputation
- Customer communication versus ordinary conversation
- The communication process: sender, message, channel, receiver, feedback, context, and interference
- What customers may communicate beyond their words
- Facts, feelings, needs, expectations, assumptions, urgency, and desired outcomes
- Functional versus emotional customer needs
- Understanding different customer communication styles
- Direct, detailed, emotional, cautious, impatient, quiet, and highly conversational customers
- Adjusting without stereotyping or discriminating
- Common barriers to customer communication
- Assumptions, distraction, jargon, information overload, emotional reactions, poor timing, unclear ownership, and inconsistent information
- Verbal, vocal, and nonverbal communication
- Tone, pace, volume, facial expression, posture, eye contact, and attentiveness
- The effect of employee mood and attitude on the customer interaction
- Creating a professional first impression
- Communicating readiness and willingness to assist
- Avoiding communication that sounds scripted, rushed, bored, defensive, or dismissive
- Understanding the difference between customer-centered communication and

the facts, emotions, expectations, and possible underlying needs.

**Words, Voice, and Body Challenge**

Participants explore how the same words may communicate different meanings depending on tone and nonverbal behavior.

**Output:** Customer Communication Self-Assessment and Communication Barrier Map



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	<p>automatic agreement</p> <ul style="list-style-type: none"> <li>Balancing customer needs, organizational policies, employee authority, and accurate information</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: ACTIVE LISTENING, EMPATHY, AND EFFECTIVE QUESTIONING</b></p> <ul style="list-style-type: none"> <li>Hearing versus active listening</li> <li>Listening to understand rather than listening to reply</li> <li>Why employees interrupt, assume, defend, or solve too quickly</li> <li>Giving the customer appropriate time to explain</li> <li>Demonstrating attention verbally and nonverbally</li> <li>Listening for facts, feelings, priorities, urgency, and expectations</li> <li>Identifying the customer’s main concern among several details</li> <li>Avoiding selective listening and confirmation bias</li> <li>Paraphrasing and summarizing customer information</li> <li>Confirming important names, numbers, dates, locations, products, services, and commitments</li> <li>Understanding empathy in customer communication</li> <li>Empathy versus sympathy, agreement, surrender, and admission of fault</li> <li>Acknowledging emotion without using artificial or repetitive statements</li> <li>Developing sincere and situation-appropriate empathy responses</li> <li>Connecting empathy with useful action</li> <li>Questioning as a customer-service skill</li> </ul>	<p><b>Listen for What Matters Exercise</b></p> <p>Participants identify key facts, emotions, expectations, and missing information from sample customer conversations.</p> <p><b>Question Type Challenge</b></p> <p>Teams determine which type of question is most appropriate for different customer situations.</p> <p><b>Empathy Without Overpromising Practice</b></p> <p>Participants develop sincere acknowledgment statements that recognize the customer’s experience without creating false expectations.</p> <p><b>Listening and Questioning Role Play</b></p> <p>Participants practice listening, paraphrasing, questioning, summarizing, and confirming understanding.</p> <p><b>Output:</b> Active Listening, Empathy, and Customer Questioning Guide</p>



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	<ul style="list-style-type: none"> <li>• Open questions for encouraging explanation</li> <li>• Closed questions for confirming specific details</li> <li>• Clarifying questions for resolving uncertainty</li> <li>• Probing questions for identifying causes and requirements</li> <li>• Confirmation questions for preventing misunderstanding</li> <li>• Solution-focused questions for identifying acceptable next steps</li> <li>• Asking questions respectfully without sounding accusatory or interrogative</li> <li>• Avoiding leading, blaming, repetitive, irrelevant, and overly personal questions</li> <li>• Sequencing questions logically</li> <li>• Knowing when enough information has been gathered</li> <li>• Summarizing the concern before responding</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: CLEAR, POSITIVE, AND PROFESSIONAL COMMUNICATION ACROSS CUSTOMER CHANNELS</b></p> <ul style="list-style-type: none"> <li>• Organizing information before communicating</li> <li>• Leading with the most relevant answer</li> <li>• Providing sufficient detail without overwhelming the customer</li> <li>• Using plain language instead of jargon and internal terminology</li> <li>• Explaining processes, requirements, policies, and technical information clearly</li> <li>• Breaking complex information into understandable steps</li> <li>• Using examples, comparisons, and visual explanations appropriately</li> <li>• Checking whether the customer</li> </ul>	<p><b>Customer Language Makeover</b></p> <p>Teams transform unclear, defensive, negative, technical, and policy-centered statements into customer-friendly communication.</p> <p><b>Explain It Clearly Challenge</b></p> <p>Participants explain a complex process or requirement in simple, organized, and customer-appropriate language.</p> <p><b>Channel-Switch Communication Laboratory</b></p> <p>Participants respond to the same customer concern through face-to-face, telephone, email, and chat channels.</p>



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understands

- Positive and solution-oriented language
- Communicating what can be done rather than focusing only on restrictions
- Replacing negative, blaming, vague, dismissive, or defensive statements
- Avoiding words that sound uncertain, careless, or indifferent
- Maintaining honesty while using positive language
- Managing customer expectations
- Clarifying scope, responsibility, timelines, conditions, and possible outcomes
- Avoiding unauthorized commitments and unrealistic assurances
- Communicating delays, changes, unavailable products, rejected requests, and other unfavorable information
- Explaining the reason without sounding argumentative
- Offering appropriate alternatives and next steps
- Face-to-face customer communication
- Professional greeting, attention, body language, and closing
- Telephone customer communication
- Voice, call structure, hold procedures, transfers, call control, and closing
- Email customer communication
- Subject lines, opening, message structure, tone, action statements, timelines, and professional closing
- Chat and messaging communication
- Conciseness, response timing, conversational professionalism, message sequencing, and avoiding fragmented replies
- Video customer communication
- Camera presence, environment, attentiveness, screen sharing, and meeting control

**Output:** Positive-Language and Multichannel Customer Communication Guide



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	<ul style="list-style-type: none"> <li>• Social media customer communication</li> <li>• Public versus private responses and appropriate escalation</li> <li>• Maintaining consistency across customer channels</li> </ul>	
<p><b>3:00–3:15 PM</b></p>	<p><b>Afternoon Break</b></p>	
<p><b>3:15–5:00 PM</b></p>	<p><b>MODULE 4: MANAGING CHALLENGING CONVERSATIONS AND APPLYING THE C.L.E.A.R. CUSTOMER COMMUNICATION PROCESS</b></p> <ul style="list-style-type: none"> <li>• Why customer conversations become difficult</li> <li>• Misunderstanding, inconsistent information, unmet expectations, delays, emotional reactions, and unclear ownership</li> <li>• Regulating personal reactions during tense conversations</li> <li>• Remaining calm without sounding cold, passive, or robotic</li> <li>• Communicating with frustrated, impatient, repetitive, demanding, or confused customers</li> <li>• Redirecting conversations that become circular or unfocused</li> <li>• Managing interruptions professionally</li> <li>• Explaining boundaries and limitations respectfully</li> <li>• Knowing when to resolve, refer, or escalate</li> <li>• Avoiding unnecessary transfers and customer repetition</li> <li>• Conducting complete customer endorsements</li> <li>• Recording facts, actions, commitments, and next steps accurately</li> <li>• Introducing the C.L.E.A.R. Customer Communication Process</li> </ul>	<p><b>Resolve, Refer, or Escalate?</b></p> <p>Teams determine the appropriate response and communication approach for different customer situations.</p> <p><b>Complete the Endorsement Challenge</b></p> <p>Participants practice transferring a customer concern without requiring the customer to repeat the entire situation.</p> <p><b>C.L.E.A.R. Customer Communication Capstone</b></p> <p>Participants manage realistic customer conversations from opening through listening, questioning, explanation, expectation management, agreement, and closing.</p> <p><b>Final Outputs:</b></p> <ol style="list-style-type: none"> <li>1. C.L.E.A.R. Customer Communication Action Guide</li> <li>2. Personal 30-Day Customer Communication Skills Improvement Plan</li> </ol>

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- **C – Connect professionally and create readiness to communicate**
- **L – Listen actively for facts, feelings, needs, and expectations**
- **E – Explore the concern through relevant questions and clarification**
- **A – Answer clearly, accurately, empathetically, and honestly**
- **R – Reconfirm understanding, responsibilities, timelines, and next steps**
- Applying C.L.E.A.R. across face-to-face, telephone, email, chat, and video interactions
- Closing the customer conversation professionally
- Summarizing the agreement
- Confirming who will do what and by when
- Checking for remaining questions
- Thanking the customer appropriately
- Following through on communication commitments
- Turning customer feedback into communication improvement
- Establishing individual communication standards and habits

## 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 communication self-assessment
- Customer-message interpretation exercises
- Communication-barrier analysis
- Verbal and nonverbal communication activities
- Active-listening drills
- Empathy-development exercises

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- Customer-questioning challenges
- Paraphrasing and summarizing practice
- Positive-language makeovers
- Clear-explanation exercises
- Expectation-management scenarios
- Face-to-face customer simulations
- Telephone communication practice
- Email and chat writing activities
- Channel-switch communication challenges
- Difficult-conversation scenarios
- Customer endorsement exercises
- C.L.E.A.R. communication role plays
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal workplace action planning

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

- Customer profiles
- Products and services
- Communication channels
- Frequently asked questions
- Customer concerns and complaints
- Policies and procedures
- Technical terminology
- Email and chat templates
- Telephone scripts
- Escalation procedures
- Service standards
- Customer feedback
- Communication-quality indicators

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## KEY PROGRAM DESIGN STRENGTHS

- Develops practical customer communication skills rather than relying only on scripts
- Strengthens listening before focusing on speaking
- Connects empathy with action and accurate information
- Improves questioning without making customers feel interrogated
- Helps employees communicate complex information in simple language
- Develops positive language without hiding limitations or creating false expectations
- Covers face-to-face, telephone, email, chat, messaging, video, and social-media communication
- Helps employees manage delays, restrictions, rejected requests, and other difficult information
- Reinforces expectation management and responsible promises

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- Develops complete customer endorsements and internal communication
- Introduces a practical C.L.E.A.R. Customer Communication Process
- Includes realistic communication simulations and feedback
- Produces practical workplace communication guides
- Can be customized to the organization's actual customer interactions
- Applicable to private companies, government agencies, healthcare, banking, retail, hospitality, education, utilities, logistics, contact centers, and professional services

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## WHO SHOULD ATTEND

This Customer Communication Skills Training Program is suitable for:

- Customer service representatives
- Frontline personnel
- Branch employees
- Receptionists
- Administrative staff
- Contact-center agents
- Telephone support personnel
- Email and chat support teams
- Sales representatives
- Account managers
- Retail employees
- Healthcare frontliners
- Hospitality personnel
- Government service employees
- Billing and collection personnel
- Technical support employees
- Helpdesk teams
- Logistics and delivery personnel
- After-sales service employees
- Customer service supervisors
- Team leaders and managers
- Employees who communicate directly or indirectly with customers

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## EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

### 1. Customer Communication Self-Assessment and Communication Barrier Map

A practical assessment of current communication strengths, habits, barriers, difficult situations, and development priorities.

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## 2. Active Listening, Empathy, and Customer Questioning Guide

A workplace reference covering:

- Active-listening behaviors
- Paraphrasing and summarizing
- Fact and emotion identification
- Empathy statements
- Open and closed questions
- Clarifying and probing questions
- Confirmation and solution-focused questions

## 3. Positive-Language and Multichannel Customer Communication Guide

A practical guide for communicating clearly and professionally through face-to-face, telephone, email, chat, messaging, video, and social-media interactions.

## 4. C.L.E.A.R. Customer Communication Action Guide

A structured workplace guide for connecting with customers, listening actively, exploring concerns, answering clearly, and reconfirming agreements.

## 5. Personal 30-Day Customer Communication Skills Improvement Plan

A practical development plan identifying communication behaviors, techniques, application activities, and performance measures.

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## WHAT ARE CUSTOMER COMMUNICATION SKILLS?

Customer communication skills are the abilities employees use to understand, exchange information with, respond to, and build professional relationships with customers.

These skills include:

- Active listening
- Observation
- Empathy
- Questioning
- Clarification
- Paraphrasing
- Summarizing
- Clear explanation
- Positive language
- Tone management
- Nonverbal communication
- Expectation management
- Written communication
- Telephone communication

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- Digital communication
- Conflict-sensitive communication
- Confirmation and follow-through

Customer communication is effective when both the employee and customer understand the issue, available options, responsibilities, and next steps.

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## COMMUNICATING WITH CUSTOMERS

Communicating with customers requires employees to consider:

### What the Customer Is Saying

The facts, request, concern, or information being communicated.

### How the Customer Is Communicating

The customer's tone, emotion, urgency, hesitation, confidence, or frustration.

### What the Customer Needs

Information, explanation, action, reassurance, correction, options, or resolution.

### What the Employee Can Provide

Accurate information, authorized action, appropriate alternatives, escalation, or follow-up.

### What Must Be Confirmed

The agreed action, owner, timeline, channel, and expected result.

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## THE C.L.E.A.R. CUSTOMER COMMUNICATION PROCESS

### C — Connect Professionally

- Greet the customer appropriately
- Demonstrate readiness to assist
- Give the customer proper attention
- Establish a respectful and professional tone

### L — Listen Actively

- Allow the customer to explain
- Avoid unnecessary interruption
- Listen for facts and emotions
- Observe verbal and nonverbal signals
- Identify the main concern

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**E — Explore the Concern**

- Ask relevant questions
- Clarify unclear information
- Confirm important details
- Identify expectations and urgency
- Determine what outcome the customer is seeking

**A — Answer Clearly**

- Acknowledge the customer's experience
- Provide accurate information
- Explain processes and limitations
- Present authorized options
- Use positive and understandable language
- Avoid false promises

**R — Reconfirm Understanding**

- Summarize what has been agreed
- Confirm responsibilities
- Establish realistic timelines
- Check customer understanding
- Clarify the next step and follow-through

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**ACTIVE LISTENING IN CUSTOMER COMMUNICATION**

Active listening means giving focused attention to understand the customer accurately before responding.

Active listening involves:

- Avoiding unnecessary interruption
- Removing distractions
- Observing tone and behavior
- Listening for the main concern
- Asking relevant follow-up questions
- Paraphrasing the customer's message
- Confirming important details
- Summarizing the concern
- Checking understanding

Active listening does not require allowing an interaction to remain unfocused indefinitely. Employees should listen respectfully and guide the conversation toward clarification and action.

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## CUSTOMER QUESTIONING SKILLS

### Open Questions

Encourage the customer to provide details.

Examples:

- “Could you describe what happened?”
- “What result were you expecting?”
- “How can I assist you today?”

### Closed Questions

Confirm specific information.

Examples:

- “Was the transaction completed today?”
- “Did you receive the confirmation email?”
- “Is this the correct contact number?”

### Clarifying Questions

Resolve unclear or conflicting information.

Examples:

- “When you mentioned the second delivery, were you referring to the replacement order?”
- “Which part of the process would you like me to explain further?”

### Probing Questions

Identify relevant causes, conditions, and requirements.

Examples:

- “What message appeared when you attempted to log in?”
- “What steps have already been completed?”

### Confirmation Questions

Prevent misunderstanding.

Examples:

- “To confirm, you need the updated document before Friday. Is that correct?”
- “Have I understood the concern accurately?”

### Solution-Focused Questions

Identify acceptable next steps.

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Examples:

- “Would either of these available options address your immediate requirement?”
- “Which communication channel would you prefer for the update?”

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## EMPATHY IN CUSTOMER COMMUNICATION

Empathy means recognizing and responding appropriately to the customer’s experience, perspective, or emotion.

Appropriate empathy statements may include:

- “I understand why the delay has been frustrating.”
- “I can see why you would want a clear explanation.”
- “Thank you for explaining what happened.”
- “I understand that this matter is important to you.”
- “Let me make sure I understand your concern correctly.”
- “I recognize the inconvenience this situation has caused.”

Empathy should be sincere and should lead to clarification, explanation, assistance, or another appropriate action.

Empathy does not automatically mean:

- Agreeing with every customer statement
- Admitting organizational liability
- Promising the customer’s preferred outcome
- Ignoring policies or employee authority
- Accepting abusive behavior

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## POSITIVE CUSTOMER COMMUNICATION LANGUAGE

Instead of saying:

- “That is not my department.”
- “You have to wait.”
- “That is our policy.”
- “You are wrong.”
- “I cannot help you.”
- “I do not know.”
- “There is nothing we can do.”
- “You should have...”
- “I already told you.”

Employees may say:

- “Let me connect you with the appropriate person and provide a complete endorsement.”
- “The expected waiting time is approximately...”

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- “Let me explain the requirement and the reason it applies.”
- “Let us review the information together.”
- “Here is what I can do within my authority.”
- “Let me verify the correct information for you.”
- “That particular option is unavailable, but we can consider these alternatives.”
- “For future transactions, this step can help prevent the same issue.”
- “Let me explain that again in a different way.”

Positive language should improve clarity and professionalism without disguising important facts.

---

## EXPLAINING COMPLEX INFORMATION TO CUSTOMERS

Employees can explain complex information more effectively by:

1. Identifying what the customer needs to know
2. Starting with the most important answer
3. Using plain language
4. Avoiding unnecessary technical terminology
5. Dividing the explanation into logical steps
6. Using examples when helpful
7. Pausing for customer questions
8. Checking understanding
9. Summarizing the next action

Employees should not overwhelm customers with every internal detail when only selected information is relevant to the decision or next step.

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## MANAGING CUSTOMER EXPECTATIONS

Effective expectation management requires employees to clarify:

- What can be provided
- What cannot be provided
- What information is still being verified
- Who is responsible
- What the customer must provide
- What conditions apply
- When an action is expected
- What may affect the timeline
- How the customer will be updated
- What the customer should do next

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Employees should avoid saying “soon,” “later,” “as soon as possible,” or “we will take care of it” without a clearer commitment whenever a specific timeline or responsibility can be provided.

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## COMMUNICATING UNFAVORABLE INFORMATION

When communicating a delay, denial, limitation, error, unavailable service, or other unfavorable information, employees should:

1. Prepare the correct information
2. Acknowledge the customer’s concern
3. State the decision or situation clearly
4. Explain the relevant reason
5. Avoid excessive jargon or defensive language
6. Present available alternatives
7. Establish the next step
8. Confirm customer understanding

Employees should not hide difficult information, create false hope, or blame another employee or department.

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## FACE-TO-FACE CUSTOMER COMMUNICATION

Effective face-to-face communication includes:

- Professional appearance
- Prompt acknowledgment
- Appropriate greeting
- Respectful eye contact
- Attentive body language
- Clear and audible speech
- Appropriate personal distance
- Awareness of customer privacy
- Professional closing

Employees should remain aware that customers observe facial expressions, posture, attention, and interactions with other employees.

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## TELEPHONE CUSTOMER COMMUNICATION

Effective telephone communication requires:

- Prompt and professional opening
- Clear identification
- Appropriate voice, pace, and volume

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- Active listening without visual cues
- Confirmation of names, numbers, and details
- Proper hold and transfer procedures
- Call control without rushing the customer
- Clear summaries and next steps
- Professional closing

When transferring a call, employees should explain where the customer is being transferred and provide a complete endorsement whenever possible.

---

## EMAIL CUSTOMER COMMUNICATION

Professional customer emails should contain:

- A clear subject line
- Appropriate greeting
- Acknowledgment of the inquiry or concern
- A direct and organized response
- Clear action statements
- Responsibilities and timelines
- Required attachments or references
- Appropriate closing
- Accurate contact information

Employees should review grammar, tone, accuracy, recipients, attachments, confidentiality, and commitments before sending.

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## CHAT AND MESSAGING CUSTOMER COMMUNICATION

Effective chat and messaging communication should be:

- Timely
- Concise
- Conversational but professional
- Easy to read
- Organized into complete thoughts
- Accurate
- Appropriate for the channel
- Clear about next steps

Employees should avoid:

- Excessive abbreviations
- Unexplained jargon

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- Sending too many fragmented messages
- Using inappropriate emojis
- Typing in all capital letters
- Sounding abrupt
- Leaving the customer without an update

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## INTERNAL ENDORSEMENT AND CUSTOMER HANDOFF

A complete customer endorsement should communicate:

- Who the customer is
- Why the customer contacted the organization
- The relevant facts
- What has already been explained
- What actions have been completed
- What the customer expects
- What remains unresolved
- Which department or person is responsible
- What timeline or commitment was provided

A proper endorsement prevents the customer from repeatedly explaining the entire situation.

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## CUSTOMER COMMUNICATION PERFORMANCE MEASURES

Organizations may monitor:

- Communication-quality evaluation results
- Customer satisfaction
- Customer effort
- First-contact resolution
- Repeat-contact rate
- Escalation rate
- Response time
- Accuracy of information
- Email and chat quality
- Call-quality results
- Commitment fulfillment
- Complaint volume caused by miscommunication
- Documentation completeness
- Internal endorsement quality
- Customer feedback regarding clarity and professionalism

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Communication measures should be used to strengthen capability, not merely to punish employees or encourage rushed interactions.

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## COMMON CUSTOMER COMMUNICATION MISTAKES

Employees may weaken customer trust when they:

- Interrupt too quickly
- Assume the customer's concern
- Provide an answer before gathering enough information
- Use technical jargon
- Give too much or too little information
- Speak in a cold or robotic manner
- Use insincere empathy statements
- Sound defensive or argumentative
- Blame the customer or another department
- Use vague timelines
- Make unauthorized promises
- Communicate inconsistent information
- Fail to confirm customer understanding
- Write abrupt or confusing emails
- Send fragmented chat messages
- Transfer customers without proper endorsement
- Fail to document important commitments
- End conversations without clear next steps
- Focus on sounding polite without actually resolving misunderstanding

---

## ETHICAL CUSTOMER COMMUNICATION PRINCIPLES

Professional customer communication should be:

- Truthful
- Accurate
- Respectful
- Fair
- Clear
- Relevant
- Confidential
- Non-discriminatory
- Consistent with organizational policies
- Appropriate to the employee's authority
- Free from deceptive promises
- Sensitive to customer and employee dignity

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- Properly documented when necessary

Employees should protect personal information, avoid public disclosure of private customer concerns, and escalate legal, security, ethical, or safety issues appropriately.

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## WHAT THIS PROGRAM IS NOT

This program is not limited to:

- Memorizing scripts
- Smiling and speaking politely
- Using standard empathy statements
- Agreeing with every customer
- Avoiding difficult information
- Making customers happy through unrealistic promises
- Using complicated words to sound professional
- Responding quickly without understanding
- Transferring concerns to another department
- Communicating without taking ownership

It is a practical approach to understanding customers, exchanging accurate information, reducing misunderstanding, managing expectations, and reaching clear agreements.

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## WHY CUSTOMER COMMUNICATION SKILLS TRAINING MATTERS

Many customer-service problems are not caused solely by the product, service, process, or policy. They are caused or intensified by how employees communicate.

A practical **Customer Communication Skills Training in the Philippines** helps employees move from:

- Hearing to active listening
- Assumption to clarification
- Interruption to understanding
- Scripted empathy to sincere acknowledgment
- Technical language to clear explanation
- Negative wording to solution-focused communication
- Vague assurances to realistic expectations
- Defensive responses to professional conversations
- Fragmented information to organized communication
- Unnecessary transfers to complete endorsements
- Customer confusion to mutual understanding
- Conversation completion to clear commitment and follow-through

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## COMMON CUSTOMER COMMUNICATION SKILLS TRAINING TOPICS

The program may include or be customized around:

- Customer communication skills
- Communicating with customers
- Skills in communication with customers
- Active listening for customer service
- Customer empathy
- Customer questioning techniques
- Customer clarification skills
- Positive customer-service language
- Clear explanation
- Verbal communication
- Nonverbal communication
- Telephone customer service
- Email customer service
- Chat and messaging communication
- Face-to-face customer communication
- Expectation management
- Communicating difficult information
- Customer handoffs and endorsements
- Communication quality
- Customer communication action planning

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## RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Customer Service Excellence and Customer-Centricity
- Handling Difficult and Irrate Customers, Complaints, and Service Recovery
- Customer Experience Management and Customer Journey Mapping
- Omnichannel Customer Service Excellence
- Call Center and Telephone Customer Service
- Emotional Intelligence and Empathy for Customer-Facing Employees
- Business Communication
- Professional Email Writing
- Conflict Management and Resolution
- Customer-Centric Service Culture and Internal Customer Service
- Customer Service Leadership and Coaching
- Customer Service Quality Assurance

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## FREQUENTLY ASKED QUESTIONS

### **What is Customer Communication Skills Training?**

Customer Communication Skills Training develops the listening, empathy, questioning, explanation, tone-management, positive-language, expectation-management, and follow-through skills employees need to communicate effectively with customers.

### **Who should attend Customer Communication Skills Training in the Philippines?**

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

### **What is Communicating with Customers Training?**

Communicating with Customers Training helps employees understand customer messages, ask relevant questions, explain information clearly, respond with empathy, manage expectations, and establish clear next steps.

### **What does Skills in Communication with Customers Training cover?**

Skills in Communication with Customers Training may cover active listening, empathy, questioning, positive language, verbal and nonverbal communication, email, telephone, chat, expectation management, customer handoffs, and difficult conversations.

### **Does the program cover active listening?**

Yes. Participants learn how to listen for facts, emotions, expectations, urgency, missing information, and desired outcomes.

### **Does the training cover customer empathy?**

Yes. Participants learn how to acknowledge the customer's experience sincerely without automatically agreeing, admitting fault, or promising an unauthorized outcome.

### **Does the program teach effective questioning?**

Yes. Participants practice open, closed, clarifying, probing, confirmation, and solution-focused questions.

### **Does the training cover telephone communication?**

Yes. The program covers telephone opening, voice management, active listening, hold procedures, transfers, call control, summaries, and professional closing.

### **Does the program cover email and chat communication?**

Yes. Participants learn how to organize written responses, maintain a professional tone, communicate clearly, confirm actions, and avoid fragmented or confusing messages.

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**Does the program teach how to communicate bad news?**

Yes. Participants learn how to communicate delays, limitations, rejected requests, unavailable products, policy requirements, and other unfavorable information honestly and professionally.

**Can the program be customized?**

Yes. The activities may be customized using the organization's actual customer profiles, frequently asked questions, communication channels, terminology, service standards, and customer situations.

**Is the program available onsite or online?**

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

**What outputs will participants produce?**

Participants develop a Communication Barrier Map, Active Listening and Questioning Guide, Positive-Language and Multichannel Communication Guide, C.L.E.A.R. Customer Communication Action Guide, and Personal 30-Day Improvement Plan.