

EMOTIONAL INTELLIGENCE FOR CUSTOMER SERVICE TRAINING IN THE PHILIPPINES

SERVE WITH EQ

Practical Emotional Intelligence for Self-Awareness, Emotional Regulation, Empathy, Customer Communication, De-escalation, Service Recovery, Resilience, and Better Customer Experiences

This program is strategically developed for organizations searching for **Emotional Intelligence for Customer Service Training in the Philippines, Training on Emotional Intelligence for Customer Service in the Philippines, EI for Customer Service Training in the Philippines, Training on EI for Customer Service in the Philippines, Emotional Quotient for Customer Service Training in the Philippines, Training on Emotional Quotient for Customer Service in the Philippines, EQ for Customer Service Training in the Philippines, and Training on EQ for Customer Service in the Philippines.**

Customer service is not purely a technical transaction.

Customers bring emotions into service interactions:

- Frustration;
- anxiety;
- confusion;
- disappointment;
- impatience;
- excitement;
- anger;
- urgency;
- distrust;
- relief.

Employees bring emotions into those interactions too.

A customer service professional may begin the day feeling positive, then encounter:

- A demanding customer;
- repeated complaints;
- an angry caller;
- system downtime;
- a service failure;
- conflicting instructions;
- pressure to meet productivity targets;
- a customer blaming them personally;
- a customer who refuses the available solution;
- or several difficult interactions one after another.

**MSS SUCCESS SPACES**

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Without sufficient emotional intelligence, a representative may:

- React defensively;
- mirror the customer's anger;
- sound irritated;
- become impatient;
- take complaints personally;
- stop listening;
- become robotic;
- use scripted empathy without meaning;
- rush the customer;
- argue over who's right;
- become emotionally drained;
- or carry frustration from one customer into the next interaction.

Effective customer service therefore requires the ability to manage **two experiences simultaneously**:

The customer's emotional experience

And

The employee's own emotional response.

Serve With EQ: Emotional Intelligence for Customer Service Training in the Philippines equips customer-facing employees and customer service leaders with practical emotional intelligence skills for recognizing emotions, regulating reactions, demonstrating genuine empathy, adapting communication, de-escalating tension, recovering service failures, maintaining professional boundaries, and sustaining high-quality service under pressure.

The program introduces the proprietary **MSS E.Q.C.A.R.E.™ Emotional Intelligence for Customer Service Framework**:

- **E — Examine Your Emotions, Triggers, and Service Mindset**
- **Q — Quiet the Immediate Reaction and Regulate Yourself**
- **C — Connect With the Customer's Emotional and Practical Need**
- **A — Adapt Your Communication With Empathy and Awareness**
- **R — Respond Constructively, Resolve, and Recover the Experience**
- **E — Evaluate the Interaction, Reset, and Strengthen Emotional Resilience**

The complete customer-service emotional intelligence flow becomes:

Examine → Quiet → Connect → Adapt → Respond → Evaluate

Following MSS Corporation's **EnterTRAINment** methodology, approximately **30% of the program consists of concise facilitator input, demonstrations, facilitated discussion, and synthesis**, while approximately **70% consists of emotional-trigger exercises, customer scenarios, empathy practice, communication drills, de-escalation simulations, service-recovery cases, reflection, peer feedback, and workplace application**.

TRAINING OVERVIEW

Some of the most difficult customer service interactions begin with sentences such as:

“I’ve already explained this three times.”

“Your company wasted my time.”

“I want to speak to your manager.”

“This is unacceptable.”

“Nobody seems to know what they’re doing.”

“I don’t care about your policy. Fix it.”

The employee may immediately feel:

- Attacked;
- embarrassed;
- defensive;
- frustrated;
- pressured;
- powerless.

The natural human response may be to:

- Defend oneself;
- correct the customer;
- explain why the problem is not one's fault;
- become emotionally distant;
- end the conversation quickly;
- or respond with the same intensity.

But professional customer service requires a different capability:

Feel the emotion without allowing the emotion to control the service interaction.

Emotional intelligence helps customer service professionals:

1. **Recognize** what they are feeling;
2. **understand** what may be triggering that reaction;
3. **regulate** their response;
4. **recognize** the customer's emotional state;
5. **respond** with empathy and professionalism;
6. **guide** the interaction toward resolution;
7. **recover** emotionally before serving the next customer.

This **Training on Emotional Intelligence for Customer Service in the Philippines** does not teach employees merely to “stay positive.”

Instead, it develops practical skills for handling the emotional realities of customer-facing work.

TRAINING GOAL

To equip customer-facing employees and customer service leaders with practical emotional intelligence skills that enable them to recognize and regulate their own emotions, understand customer emotions, demonstrate genuine empathy, communicate effectively under pressure, de-escalate tense interactions, recover customer confidence, maintain professional boundaries, and sustain service quality across emotionally demanding customer situations.

TRAINING OBJECTIVES

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

1. **Explain** why emotional intelligence is important in customer service;
2. **Differentiate** Emotional Intelligence, Emotional Quotient, empathy, emotional regulation, and customer-service attitude;
3. **Apply** the MSS E.Q.C.A.R.E.™ Emotional Intelligence for Customer Service Framework;
4. **Recognize** their own emotional responses during customer interactions;
5. **Identify** common workplace and customer-service triggers;
6. **Recognize** how emotions can affect tone, words, listening, judgment, and behavior;
7. **Separate** the customer's emotional reaction from personal self-worth;
8. **Recognize** automatic defensive responses;
9. **Use** practical techniques to pause before reacting;
10. **Regulate** voice tone and verbal response under pressure;
11. **Maintain** composure during difficult interactions;
12. **Recognize** emotional cues in customers;
13. **Differentiate** what the customer is saying from how the customer is feeling;
14. **Identify** the customer's practical need and emotional need;
15. **Listen** for emotion without becoming overwhelmed by it;
16. **Demonstrate** empathy appropriately;
17. **Differentiate** empathy from agreement;
18. **Differentiate** empathy from surrendering organizational boundaries;
19. **Avoid** generic or robotic empathy statements;
20. **Use** emotionally appropriate language;
21. **Adapt** communication according to customer emotional intensity;
22. **Recognize** when a customer primarily needs information, reassurance, acknowledgment, resolution, or escalation;
23. **Avoid** language that unnecessarily escalates emotion;
24. **Use** de-escalation techniques;

25. **Recognize** the emotional cycle of difficult customer interactions;
26. **Respond** to complaints without becoming defensive;
27. **Handle** customer disappointment professionally;
28. **Communicate** policies, limitations, and unfavorable information with empathy;
29. **Set** boundaries professionally when customer behavior becomes inappropriate;
30. **Know** when escalation is necessary;
31. **Apply** emotional intelligence during service recovery;
32. **Rebuild** customer confidence after a legitimate service failure;
33. **Avoid** carrying one difficult interaction into the next customer encounter;
34. **Reset** after emotionally demanding interactions;
35. **Recognize** patterns in personal emotional triggers;
36. **Develop** practical emotional resilience habits;
37. **Support** colleagues appropriately after difficult customer situations;
38. **Maintain** customer-service professionalism without suppressing every emotion;
39. **Evaluate** personal emotional-intelligence strengths and development needs; and
40. **Create** a practical 30-day E.Q.C.A.R.E.™ Customer Service Improvement Plan.

LEARNING DOMAINS ADDRESSED

Cognitive Domain

Participants strengthen their understanding of emotional intelligence, self-awareness, emotional triggers, emotional regulation, empathy, emotional cues, de-escalation, customer-service communication, service recovery, professional boundaries, and resilience.

Affective Domain

Participants strengthen empathy, patience, composure, respect, customer orientation, accountability, self-awareness, emotional discipline, openness, and professional confidence.

Psychomotor and Behavioral Domain

Participants practice pausing before reacting, regulating voice and language, active listening, empathy, emotionally intelligent communication, de-escalation, difficult-customer handling, service recovery, emotional reset, and workplace application.

FROM POINT A TO POINT B

Point A: Before the Training

Customer-facing employees may:

- Take customer complaints personally;
- become defensive;
- argue over facts while ignoring customer emotion;

- mirror customer frustration;
- sound irritated;
- become impatient;
- speak too quickly under pressure;
- interrupt;
- use a flat or robotic tone;
- rely on scripted empathy;
- say “I understand” without demonstrating understanding;
- over-apologize;
- make promises to calm the customer;
- become afraid of difficult customers;
- avoid customer complaints;
- transfer customers unnecessarily;
- escalate too quickly;
- tolerate inappropriate behavior too long;
- replay difficult interactions mentally;
- allow one angry customer to affect the next customer;
- become emotionally exhausted after repeated difficult interactions;
- or believe excellent customer service means agreeing with everything the customer wants.

Point B: After the Training

Participants should be better able to:

- Recognize emotional triggers;
- pause before responding;
- regulate emotional reactions;
- separate customer frustration from personal attack;
- identify customer emotional cues;
- listen for both facts and feelings;
- demonstrate genuine empathy;
- adapt communication;
- stay calm without sounding detached;
- acknowledge emotion without automatically agreeing;
- explain limitations sensitively;
- reduce unnecessary escalation;
- de-escalate tense interactions;
- maintain professional boundaries;
- recover customer confidence;
- reset after difficult interactions;
- preserve emotional energy;
- learn from emotionally demanding encounters; and
- deliver more consistent customer service even under pressure.

ORGANIZATIONAL CHALLENGES ADDRESSED

This **EI for Customer Service Training in the Philippines** may help organizations address:

- Customer complaints about employee attitude;
- frontliners becoming defensive;
- call center representatives taking angry calls personally;
- employees becoming emotionally reactive;
- weak empathy;
- scripted or robotic empathy;
- inconsistent service tone;
- escalation caused by employee language;
- staff arguing with customers;
- customer complaints escalating unnecessarily;
- employees avoiding difficult conversations;
- poor complaint handling;
- weak service recovery;
- low tolerance for customer frustration;
- representatives rushing customers;
- emotionally drained customer service teams;
- inconsistency after difficult interactions;
- customer-facing employees needing greater patience;
- supervisors coaching customer-service attitude problems;
- high-pressure service environments;
- organizations seeking stronger customer-centric behaviors;
- customer experience programs requiring greater empathy;
- teams needing stronger resilience after difficult customer interactions; and
- service organizations wanting both empathy and accountability.

WHAT IS EMOTIONAL INTELLIGENCE?

Emotional Intelligence is the capability to recognize, understand, and manage one's own emotional responses while also recognizing and responding appropriately to the emotions of others.

In customer service, this can be simplified into four practical capabilities:

1. Self-Awareness

What am I feeling?

2. Self-Management

How will I respond?

3. Customer Awareness

What might the customer be experiencing?

4. Relationship Management

How can I move this interaction toward a constructive outcome?

EMOTIONAL INTELLIGENCE VERSUS EMOTIONAL QUOTIENT

The terms **Emotional Intelligence**, **EI**, **Emotional Quotient**, and **EQ** are often used closely together in workplace learning.

For this program:

Emotional Intelligence

Refers to the underlying capabilities involving emotional awareness and management.

Emotional Quotient / EQ

Is commonly used as a shorthand for one's emotional-intelligence capability.

This is why organizations searching for either **Emotional Intelligence for Customer Service Training in the Philippines** or **EQ for Customer Service Training in the Philippines** can benefit from the same practical program.

WHY EMOTIONAL INTELLIGENCE MATTERS IN CUSTOMER SERVICE

Customer service often involves an emotional chain:

Customer Problem

↓

Customer Emotion

↓

Employee Emotional Reaction

↓

Employee Response

↓

Customer's Next Emotional Reaction

If the employee responds poorly:

Frustration → Defensiveness → More Frustration → Argument

If the employee responds with emotional intelligence:

Frustration → Recognition → Calm Response → Clarification → Resolution

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The employee can influence the emotional direction of the interaction.

EMOTIONAL CONTAGION IN CUSTOMER SERVICE

Emotions can influence other people.

An irritated employee may make an already frustrated customer more upset.

A calm and attentive employee may help reduce emotional intensity.

This does not mean:

“Always smile no matter what.”

It means recognizing that one's emotional behavior affects the interaction.

THE MSS E.Q.C.A.R.E.™ EMOTIONAL INTELLIGENCE FOR CUSTOMER SERVICE FRAMEWORK

E — EXAMINE YOUR EMOTIONS, TRIGGERS, AND SERVICE MINDSET

The first step is self-awareness.

Customer service professionals should recognize:

“What happens inside me when customers behave in certain ways?”

COMMON CUSTOMER SERVICE EMOTIONAL TRIGGERS

Possible triggers include customers who:

- Raise their voice;
- interrupt;
- question competence;
- use sarcasm;
- blame the employee;
- repeat the same complaint;
- refuse to listen;
- demand exceptions;
- ask for a manager;
- accuse the company of incompetence;
- compare the organization negatively with competitors.

Employees may also be triggered by:

- System problems;
- workload;
- queue pressure;
- performance metrics;
- difficult coworkers;
- repeated service failures;
- lack of authority.

TRIGGER VERSUS RESPONSE

An external event may trigger an emotion.

But the emotion does not have to dictate the response.

A useful sequence is:

Trigger

↓

Emotion

↓

Thought

↓

Impulse

↓

Chosen Response

Emotional intelligence creates space between:

Impulse

And

Action.

NAME THE EMOTION

Instead of:

“I’m just stressed.”

Try to identify whether you feel:

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- Frustrated;
- embarrassed;
- impatient;
- nervous;
- angry;
- overwhelmed;
- helpless.

Naming the emotion can make it easier to manage.

KNOW YOUR CUSTOMER SERVICE HOT BUTTONS

Participants may identify:

Customer Behavior	My Automatic Reaction	Better Professional Response
Customer questions competence	Defend myself	Clarify concern and return to evidence
Customer raises voice	Raise voice too	Lower pace and maintain controlled tone
Customer repeats complaint	Become impatient	Summarize and move toward next action

Self-awareness makes professional choice more deliberate.

CUSTOMER SERVICE MINDSET

Employees should avoid interpreting every difficult behavior as:

“This customer is attacking me personally.”

Sometimes the customer is reacting to:

- A delay;
- fear;
- financial loss;
- inconvenience;
- uncertainty;
- a previous service failure.

Understanding context does not excuse inappropriate behavior.

It improves professional judgment.

Q — QUIET THE IMMEDIATE REACTION AND REGULATE YOURSELF

Strong emotional intelligence does not require employees to stop feeling emotion.

It requires them to manage what they **do with it**.

THE MICRO-PAUSE

Before responding to an emotionally charged statement:

Pause.

Even one or two seconds can allow the employee to shift from:

Reaction

To

Response.

REGULATE THE VOICE

During pressure, monitor:

- Pace;
- volume;
- tone;
- word choice.

A customer cannot always see emotional regulation.

But the customer can frequently **hear it**.

CONTROL THE LANGUAGE

An employee may think:

“This is ridiculous.”

But professional communication chooses:

“Let me review what happened so we can determine the appropriate next step.”

Emotional intelligence does not require dishonesty.

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It requires intentional communication.

DO NOT MIRROR NEGATIVE INTENSITY

If the customer becomes louder, the representative does not need to become louder.

If the customer speaks quickly, the employee may intentionally slow the pace.

The goal is to help stabilize the interaction.

SEPARATE WHAT YOU CONTROL

Customer service professionals cannot always control:

- Company policy;
- product availability;
- system outages;
- shipping delays;
- another department's error;
- customer emotion.

They can influence:

- Tone;
- listening;
- explanation;
- empathy;
- ownership;
- escalation;
- next-step clarity.

Focusing on controllable behavior protects service quality.

EMOTIONAL REGULATION IS NOT EMOTIONAL SUPPRESSION

Professionalism does not mean pretending employees never experience difficult emotions.

Useful emotional regulation may involve:

- Recognizing the feeling;
- managing the response;
- processing it appropriately afterward;
- seeking support where organizational procedures provide it.

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The objective is **healthy professional regulation**, not emotional denial.

C — CONNECT WITH THE CUSTOMER'S EMOTIONAL AND PRACTICAL NEED

Customers often have two simultaneous needs:

Practical Need

What needs to happen?

Emotional Need

How does the customer need to experience the interaction?

EXAMPLE

Customer says:

"I've called you three times already!"

Practical Need

The unresolved account problem must be addressed.

Emotional Need

The customer wants acknowledgment that repeated effort has been frustrating.

If the representative addresses only the practical need:

"What's your account number?"

the customer may still feel ignored.

A stronger response may be:

"I understand you've already had to contact us several times about this. Let me review what happened so we can determine the next step."

LISTEN FOR EMOTIONAL CLUES

Customer language may reveal:

Anxiety

"I'm worried this payment won't arrive."

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Frustration

"I've already done everything you asked."

Confusion

"I don't understand why I need this."

Disappointment

"I expected better service."

The employee can acknowledge the emotional signal without overdramatizing it.

EMPATHY

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

It does **not** automatically mean:

- Agreeing;
- accepting blame;
- giving the customer everything requested;
- bypassing policy.

EMPATHY VERSUS SYMPATHY**Sympathy**

"I feel sorry for you."

Empathy

"I understand why this situation would be frustrating, and let's determine what we can do next."

In professional customer service, empathy is usually more useful because it connects understanding to action.

EMPATHY VERSUS AGREEMENT

You can say:

"I understand why you're frustrated."

without saying:

"You're correct about everything."

This distinction helps employees remain both compassionate and objective.

GENUINE VERSUS ROBOTIC EMPATHY

Generic:

“I understand how you feel.”

Customer may think:

“No, you don't.”

More specific:

“I understand why having to repeat the same information again would be frustrating.”

Specific empathy demonstrates actual listening.

A — ADAPT YOUR COMMUNICATION WITH EMPATHY AND AWARENESS

Different emotional situations require different communication approaches.

ADAPT TO EMOTIONAL INTENSITY

Low Emotion

Customer mainly wants information.

Focus on:

- Accuracy;
- clarity;
- efficiency.

Moderate Frustration

Customer needs:

- Acknowledgment;
- clarity;
- ownership.

High Emotional Intensity

Customer may first need:

- Space to explain;
- calm communication;
- acknowledgment;
- structure;
- de-escalation.

One script cannot fit every emotional state equally well.

tone should match the situation

Customer:

“My father is in the hospital and I need this processed urgently.”

An overly cheerful:

“Awesome! No problem!”

would be emotionally inappropriate.

Emotional intelligence requires **situationally appropriate warmth**.

language that validates without overpromising

Examples:

“I understand why that would be concerning.”

“I can see why you'd want this resolved quickly.”

“You've already spent significant time on this.”

Then move toward:

“**Here's what I can do.**”

avoid emotionally invalidating language

Avoid where inappropriate:

“Calm down.”

“You're overreacting.”

“It's not a big deal.”

“That's just the policy.”

“There's nothing to be upset about.”

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Employees do not need to agree with customer intensity.

But dismissing emotion often increases it.

READ THE CUSTOMER'S NEED FOR DETAIL

Some upset customers want:

A complete explanation.

Others want:

Immediate action.

Ask:

“Would you like me to explain why this happened, or would you prefer that I first focus on the available resolution?”

This gives the customer appropriate choice.

R — RESPOND CONSTRUCTIVELY, RESOLVE, AND RECOVER THE EXPERIENCE

Emotional intelligence must ultimately contribute to constructive action.

Empathy without resolution may sound caring but still produce poor service.

FROM EMOTION TO SOLUTION

A practical transition is:

1. Listen

Allow the concern to emerge.

2. Acknowledge

Recognize emotion and impact.

3. Clarify

Identify the actual issue.

4. Refocus

Transition toward what can be done.

5. Resolve or Coordinate

Take appropriate action.

6. Confirm

Ensure the customer understands.

DE-ESCALATION

The purpose of de-escalation is not:

“Win the argument.”

It is:

Reduce unnecessary emotional intensity enough to move toward a constructive outcome.

PRACTICAL DE-ESCALATION BEHAVIORS

- Maintain controlled tone;
- listen without unnecessary interruption;
- avoid competing for airtime;
- acknowledge;
- clarify;
- use simple language;
- offer available choices;
- set boundaries where required;
- escalate appropriately.

CUSTOMER ANGER IS NOT ALWAYS ABOUT THE EMPLOYEE

A customer may say:

“You people are useless!”

The employee can mentally reframe:

“This customer is frustrated with the experience. My role is to manage this interaction professionally.”

This can reduce defensive reactions.

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WHEN THE CUSTOMER IS WRONG

Emotional intelligence does not require confirming incorrect information.

The employee can respectfully correct:

“I understand why it appeared that way. Let me clarify what actually happened with the transaction.”

SERVICE RECOVERY WITH EQ

Following a legitimate service failure:

Recognize

What went wrong?

Acknowledge

What impact did it have?

Act

What can be done now?

Reassure

What should the customer expect?

Example:

“You’ve already waited beyond the promised turnaround, and I understand why that’s frustrating. I’ve escalated the request to the authorized team, and the next update should be provided by 3:00 PM tomorrow.”

EMOTIONAL INTELLIGENCE DOES NOT MEAN UNLIMITED TOLERANCE

Excellent customer service does not require employees to accept:

- Threats;
- harassment;
- discriminatory abuse;
- sexual harassment;
- violence;
- other prohibited behavior.

Employees should follow appropriate organizational procedures concerning:

- Warnings;
- escalation;

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- supervisor intervention;
- security;
- ending the interaction where authorized.

Empathy and professional boundaries can coexist.

E — EVALUATE THE INTERACTION, RESET, AND STRENGTHEN EMOTIONAL RESILIENCE

Customer service professionals serve multiple customers.

The previous interaction should not automatically determine the quality of the next one.

THE EMOTIONAL RESET

After a difficult encounter, an employee may need a brief reset.

A practical sequence:

Recognize

“That interaction affected me.”

Release

Avoid continuing the argument mentally.

Review

What can I learn?

Reset

Prepare for the next customer.

DO NOT CARRY CUSTOMER A INTO CUSTOMER B

Customer B did not cause the problem with Customer A.

A professional reset protects:

- Fairness;
- service quality;
- emotional energy;
- customer experience.

REFLECT WITHOUT RUMINATING

Useful reflection asks:

- What triggered me?
- What did I do well?
- Where did I become reactive?
- What could I say differently next time?
- What should I learn?

Unproductive rumination repeatedly replays:

“I can't believe that customer said that...”

without producing learning.

BUILDING EMOTIONAL RESILIENCE

Customer-service resilience may be strengthened by:

- Preparing for predictable difficult situations;
- practicing response language;
- knowing escalation procedures;
- setting realistic boundaries;
- seeking appropriate supervisor support;
- learning from interactions;
- recognizing progress;
- building confidence through repeated practice.

Resilience does not mean becoming emotionally numb.

It means **recovering effectively enough to continue performing professionally.**

SUPPORTING TEAM MEMBERS

Customer service teams can reinforce EI by:

- Debriefing difficult situations appropriately;
- sharing effective language;
- providing coaching;
- recognizing good emotional management;
- avoiding ridicule;
- supporting learning.

Leaders should not normalize inappropriate customer behavior, but they can help employees develop stronger coping and service skills.

THE COMPLETE MSS E.Q.C.A.R.E.™ FLOW

E — EXAMINE

What am I feeling, and what is triggering me?



Q — QUIET

How do I regulate myself before I respond?



C — CONNECT

What is the customer experiencing and actually needing?



A — ADAPT

How should I adjust my communication to this situation?



R — RESPOND

How do I move the interaction toward resolution and recovery?



E — EVALUATE

What did I learn, and how do I reset for the next customer?

ONE-DAY EMOTIONAL INTELLIGENCE FOR CUSTOMER SERVICE TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	MODULE 1: KNOW YOURSELF BEFORE YOU SERVE—SELF-AWARENESS, EMOTIONAL TRIGGERS, AND SELF-REGULATION 1. Emotional Intelligence in Customer Service • EI/EQ and customer experience • Why emotion influences service behavior 2. Introducing the MSS E.Q.C.A.R.E.™ Framework • Examine, Quiet, Connect, Adapt, Respond, Evaluate	Major Activity: My Customer Service Trigger Map — Participants analyze realistic customer situations, identify their likely emotional reactions and automatic behaviors, and develop alternative professional responses. Major Output: Personal Customer Service Emotional Trigger and Self-Regulation Map

Time	Modules and Essential Topics	Major Activity and Participant Output
	3. E — Examine Your Emotional Response • Triggers • emotions • thoughts • impulses • personal service hot buttons 4. Q — Quiet the Immediate Reaction • Micro-pause • emotional self-control • regulating tone, pace, and language 5. Professional Emotional Regulation • What you control versus cannot control • regulation versus suppression • separating customer frustration from personal identity	
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	MODULE 2: READ THE CUSTOMER—EMPATHY, EMOTIONAL CUES, LISTENING, AND ADAPTIVE COMMUNICATION 1. C — Connect With the Customer's Experience • Practical need versus emotional need • reading verbal and nonverbal cues where applicable 2. Empathy in Customer Service • Empathy versus sympathy • empathy versus agreement • genuine versus robotic empathy 3. Listening for Facts and Feelings • Emotional language • paraphrasing • clarifying • acknowledgment	Major Activity: Hear What the Customer Is Really Saying — Participants work through customer statements containing both practical and emotional information, identify the underlying needs, and formulate appropriate empathic responses and next-step language. Major Output: E.Q.C.A.R.E.™ Customer Emotion, Empathy, and Communication Guide

Time	Modules and Essential Topics	Major Activity and Participant Output
	4. A — Adapt Communication • Emotional intensity • tone matching • language choice • pace • level of detail 5. Emotionally Intelligent Service Language • Validating without overpromising • communicating policies and limitations sensitively	
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	MODULE 3: STAY CALM WHEN SERVICE GETS HARD—DE-ESCALATION, COMPLAINTS, DIFFICULT CUSTOMERS, AND SERVICE RECOVERY 1. R — Respond Constructively • Moving from emotion toward resolution • balancing empathy and action 2. De-escalating Emotional Customers • Listen → Acknowledge → Clarify → Refocus → Resolve • regulating one's own response 3. Complaints Without Defensiveness • Separating complaint from personal attack • facts versus emotional language 4. Service Recovery With Emotional Intelligence • Recognize • acknowledge • act • reassure • restore confidence	Major Activity: Emotional Customer Service Challenge — Participants handle realistic scenarios involving angry, frustrated, anxious, disappointed, or repeat-contact customers while observers assess self-regulation, empathy, de-escalation, ownership, boundary-setting, and resolution. Major Output: Difficult Customer De-escalation and Emotionally Intelligent Service Recovery Playbook



Time	Modules and Essential Topics	Major Activity and Participant Output
	5. Professional Boundaries • Unreasonable requests • abusive behavior • escalation • staying empathetic without surrendering appropriate controls	
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	MODULE 4: RESET AND KEEP SERVING WELL—RESILIENCE, LEARNING, CONSISTENCY, AND CUSTOMER EXPERIENCE APPLICATION 1. E — Evaluate the Interaction • What worked • triggers • mistakes • learning • improvement 2. Emotional Reset Between Customers • Recognize → Release → Review → Reset 3. Building Customer Service Resilience • Preparing for recurring difficult situations • confidence • support • emotional boundaries 4. Team Emotional Intelligence • Peer support • coaching • recognizing emotionally intelligent service behaviors 5. Sustaining Better Customer Experiences • Personal improvement goals • observable service behaviors • 30-day application	Major Activity: E.Q.C.A.R.E.™ Customer Service Simulation and Reset Lab — Participants complete an end-to-end emotionally demanding customer interaction, receive feedback, conduct a structured after-action review, perform an emotional reset, and then handle a second customer scenario to demonstrate consistency. Major Output: Individual Emotional Intelligence for Customer Service Scorecard and 30-Day E.Q.C.A.R.E.™ Improvement Plan

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Time	Modules and Essential Topics	Major Activity and Participant Output
5:00 PM	PROGRAM CLOSING	Learning synthesis, commitments, evaluation, and recommended next steps

MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **Personal Customer Service Emotional Trigger and Self-Regulation Map**
2. **E.Q.C.A.R.E.™ Customer Emotion, Empathy, and Communication Guide**
3. **Difficult Customer De-escalation and Emotionally Intelligent Service Recovery Playbook**
4. **Individual Emotional Intelligence for Customer Service Scorecard and 30-Day E.Q.C.A.R.E.™ Improvement Plan**

SAMPLE EMOTIONAL INTELLIGENCE FOR CUSTOMER SERVICE SITUATIONS

Activities may be customized around:

- Customer raising their voice;
- customer questioning the employee's competence;
- repeat-contact customer;
- customer saying "Nobody is helping me";
- customer demanding an exception;
- anxious patient or family member;
- frustrated bank customer;
- angry call center customer;
- guest complaining about delayed service;
- customer blaming the representative for another employee's mistake;
- customer who has waited too long;
- customer who received wrong information;
- customer crying;
- customer appearing highly anxious;
- impatient customer;
- customer refusing the available solution;
- customer demanding immediate resolution;
- customer using sarcasm;
- customer interrupting continuously;
- customer making personal comments;
- representative feeling defensive;
- employee becoming impatient;
- frontliner feeling powerless because of company policy;
- representative handling several difficult interactions consecutively;

- employee needing to communicate unfavorable information;
- service failure requiring apology and recovery;
- customer becoming verbally abusive;
- employee needing supervisor support;
- representative needing to reset before assisting another customer.

SAMPLE CUSTOMER EMOTION MAP

Customer Behavior	Possible Emotion	What the Customer May Need	Emotionally Intelligent Response
"I've already called three times!"	Frustration	Recognition + resolution	Acknowledge repeated effort, clarify history, take ownership
"I'm worried my payment is missing."	Anxiety	Reassurance + accurate information	Slow pace, verify facts, explain next steps clearly
"I expected much better from your company."	Disappointment	Acknowledgment + recovery	Recognize unmet expectation and identify available recovery action
"I want your manager now."	Anger / loss of confidence	To be heard + appropriate escalation	Clarify concern, attempt authorized resolution, escalate when appropriate

Employees should avoid assuming emotion with certainty.

The map is used as a **working hypothesis that listening must confirm.**

TRAINING METHODS

This **Training on EI for Customer Service in the Philippines** follows MSS Corporation's **EnterTRAINment** methodology:

- Approximately **30% concise facilitator input, demonstrations, facilitated discussion, and synthesis**
- Approximately **70% emotional-intelligence exercises, customer scenarios, empathy practice, service-language drills, difficult-customer simulations, de-escalation, service recovery, reflection, feedback, and workplace application**

Methods may include:

- Emotional-intelligence self-reflection;
- customer-service trigger mapping;
- fact-versus-emotion exercises;
- micro-pause practice;
- tone-regulation exercise;
- emotional-cue recognition;
- empathy-language challenge;

- robotic-versus-genuine empathy comparison;
- practical-versus-emotional-needs analysis;
- emotionally intelligent listening;
- communication adaptation;
- difficult-customer simulations;
- complaint-handling role play;
- de-escalation exercise;
- service-recovery practice;
- professional-boundary cases;
- emotional-reset exercise;
- after-action review;
- peer observation;
- facilitator coaching;
- personal action planning.

TARGET PARTICIPANTS

This **Emotional Quotient for Customer Service Training in the Philippines** is recommended for:

- Customer Service Representatives;
- Customer Care Representatives;
- Customer Experience personnel;
- Call Center Agents;
- Contact Center Representatives;
- Frontline Employees;
- Receptionists;
- Front Desk personnel;
- Bank Tellers;
- Branch personnel;
- Retail Associates;
- Cashiers;
- Sales and Service Associates;
- Hotel Front Office personnel;
- Restaurant service personnel;
- healthcare frontliners;
- Patient Service Representatives;
- clinic personnel;
- government frontliners;
- Help Desk personnel;
- Technical Support Representatives;
- service advisers;
- Collections personnel with customer-facing responsibilities;
- Account Service personnel;

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- complaint-handling teams;
- Escalation Specialists;
- Customer Service Team Leaders;
- Customer Service Supervisors;
- Customer Service Managers; and
- employees whose roles regularly involve emotionally demanding customer interactions.

INDUSTRIES THAT MAY BENEFIT

The program may be customized for:

- BPO and contact centers;
- banking and financial services;
- insurance;
- retail;
- telecommunications;
- hospitality;
- hotels;
- restaurants;
- healthcare;
- hospitals;
- clinics;
- diagnostic centers;
- e-commerce;
- logistics;
- transportation;
- airlines;
- utilities;
- real estate;
- property management;
- automotive;
- government;
- education;
- professional services;
- membership organizations;
- customer-facing corporate support centers.

RECOMMENDED NUMBER OF PARTICIPANTS

Approximately **12 to 20 participants** is recommended for intensive role plays, emotional-intelligence exercises, individual feedback, and customer-service simulations.

Groups of approximately 25 participants may be accommodated through:

- Customer–employee–observer triads;
- scenario teams;
- breakout activities;
- rotating simulations;
- structured observer scorecards.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- live virtual instructor-led training;
- hybrid training;
- Customer Service Academy;
- Service Excellence program;
- Customer Experience program;
- Contact Center development;
- Frontline development;
- new-hire customer-service training;
- refresher training;
- service-culture transformation;
- leadership coaching reinforcement; or
- customized training-and-consultancy engagement.

AVAILABLE PROGRAM FORMATS

Half-Day Emotional Intelligence for Customer Service Essentials

Exactly two modules:

Module 1 — Understand and Manage Yourself

Self-awareness, triggers, emotional regulation, customer-service mindset.

Module 2 — Understand and Manage the Interaction

Empathy, adaptive communication, de-escalation, service recovery, and emotional reset.

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One-Day Emotional Intelligence for Customer Service Training

Recommended for the complete **MSS E.Q.C.A.R.E.™ Framework**:

Examine → Quiet → Connect → Adapt → Respond → Evaluate

Two-Day Intensive Emotional Intelligence for Customer Service Workshop

Recommended when organizations require deeper behavioral practice involving:

- More emotional-intelligence exercises;
- extensive difficult-customer simulations;
- actual customer complaint cases;
- complaint debriefing;
- advanced de-escalation;
- service recovery;
- emotional resilience;
- individual coaching.

Emotionally Intelligent Customer Service Development Series

May include:

1. Emotional Intelligence Fundamentals
2. Self-Awareness for Customer Service
3. Emotional Self-Regulation
4. Active Listening and Empathy
5. Emotionally Intelligent Communication
6. Difficult Customers
7. Customer De-escalation
8. Complaint Handling
9. Service Recovery
10. Emotional Resilience
11. Customer Service Boundaries
12. Practical Customer Interaction Assessment

CUSTOMIZATION OPTIONS

This **Training on Emotional Quotient for Customer Service in the Philippines** may be customized using the client's:

- Customer journey;
- service standards;
- customer profiles;
- actual customer complaints;
- CSAT feedback;
- NPS comments where relevant;
- call recordings where legally and organizationally permitted;
- frontline scenarios;
- escalation procedures;
- service-recovery policies;
- customer communication standards;
- difficult-customer procedures;
- industry;
- emotional demands of specific roles;
- organizational values;
- Customer Experience principles.

POSSIBLE POST-TRAINING PERFORMANCE INDICATORS

Organizations may evaluate application through measures such as:

- Customer Satisfaction Score;
- empathy quality score;
- customer-service QA scores;
- complaint escalation rate;
- customer complaints related to attitude;
- repeat customer escalation;
- service-recovery quality;
- supervisor observation;
- de-escalation effectiveness;
- employee adherence to customer-service language;
- First Contact Resolution where applicable;
- customer compliments;
- employee confidence in handling difficult customers;
- supervisor coaching observations;
- emotional-intelligence behavioral assessments;
- consistency of service after difficult interactions.

The objective should not simply be:

“Are employees being nicer?”

A stronger question is:

“Are employees managing themselves and customer emotions more effectively so that difficult interactions are handled professionally and constructively?”

PROFESSIONAL AND ORGANIZATIONAL BOUNDARIES

This program develops workplace emotional-intelligence skills.

It is **not psychotherapy, counseling, or mental-health treatment**.

The program should not be used to diagnose employees or customers.

Emotional intelligence also does not require employees to:

- Accept harassment;
- tolerate threats;
- endure abusive behavior indefinitely;
- violate organizational policy;
- ignore safety concerns;
- surrender legitimate business controls;
- provide unauthorized compensation;
- make promises outside their authority.

Organizations should provide appropriate escalation, security, HR, or professional support for situations outside ordinary customer-service scope.

FREQUENTLY ASKED QUESTIONS

What is Emotional Intelligence for Customer Service Training in the Philippines?

Emotional Intelligence for Customer Service Training in the Philippines develops customer-facing employees' ability to recognize and regulate their own emotions, understand customer emotions, demonstrate empathy, communicate effectively under pressure, de-escalate tense situations, recover service failures, and maintain consistent customer-service quality.

What is Training on Emotional Intelligence for Customer Service in the Philippines?

Training on Emotional Intelligence for Customer Service in the Philippines teaches practical EI techniques specifically for customer-facing interactions rather than treating emotional intelligence as a purely general personal-development topic.

What is EI for Customer Service Training in the Philippines?

EI for Customer Service Training in the Philippines is a practical program that applies emotional-intelligence capabilities to customer complaints, difficult interactions, empathy, emotional regulation, communication, de-escalation, and service recovery.

What is Training on EI for Customer Service in the Philippines?

Training on EI for Customer Service in the Philippines equips employees to manage their own emotional responses while understanding and appropriately responding to customer emotions.

What is Emotional Quotient for Customer Service Training in the Philippines?

Emotional Quotient for Customer Service Training in the Philippines develops practical EQ-related behaviors that help customer-facing employees stay composed, demonstrate empathy, adapt communication, manage difficult interactions, and build customer confidence.

What is Training on Emotional Quotient for Customer Service in the Philippines?

Training on Emotional Quotient for Customer Service in the Philippines helps employees strengthen the emotional-awareness and relationship-management capabilities required for professional customer service.

What is EQ for Customer Service Training in the Philippines?

EQ for Customer Service Training in the Philippines is another commonly used way of referring to practical emotional-intelligence training designed specifically for customer-service environments.

What is Training on EQ for Customer Service in the Philippines?

Training on EQ for Customer Service in the Philippines develops self-awareness, emotional regulation, customer empathy, communication adaptability, de-escalation, service recovery, and emotional resilience.

Is Emotional Intelligence important in customer service?

Yes.

Customer service frequently involves emotional situations, so employees need to manage both their own reactions and the customer's experience.

Is empathy the same as Emotional Intelligence?

No.

Empathy is an important component, but Emotional Intelligence also involves:

- Self-awareness;
- self-management;
- emotional regulation;
- social awareness;
- relationship management.

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Does empathy mean agreeing with the customer?

No.

An employee can understand and acknowledge customer frustration without agreeing with every statement or request.

Does the program cover self-awareness?

Yes.

Participants identify common emotional triggers and automatic responses.

Does it teach emotional regulation?

Yes.

Participants practice techniques for creating a pause between emotional trigger and professional response.

Does it teach employees to suppress emotions?

No.

The objective is professional emotional regulation, not pretending emotions do not exist.

Does the program cover empathy?

Yes.

Participants practice specific, genuine empathy instead of relying only on generic scripts.

Does it cover difficult customers?

Yes.

The program includes emotionally challenging customer situations.

Does it cover de-escalation?

Yes.

De-escalation is a major component of Module 3.

Does it cover complaint handling?

Yes.

Participants learn how emotional intelligence supports effective complaint handling.

Does it cover service recovery?

Yes.

Participants practice using empathy and emotional awareness following legitimate service failures.

Does it address angry customers?

Yes.

Participants practice maintaining composure, listening, acknowledging, refocusing, and moving toward an appropriate resolution.

Does customer service Emotional Intelligence mean tolerating abuse?

No.

The program explicitly maintains professional boundaries and organizational escalation procedures.

Does the program cover emotional resilience?

Yes.

Module 4 addresses how customer service professionals can recover and reset after difficult interactions.

Is the program suitable for call centers?

Yes.

It can be customized for voice-based customer service where emotional cues must be recognized primarily through tone and language.

Is it suitable for frontline face-to-face employees?

Yes.

For face-to-face environments, exercises can include body language, facial expression, physical presence, and visible emotional cues.

Is this appropriate for healthcare customer service?

Yes.

Scenarios may be customized for patient and family interactions while respecting professional, privacy, clinical, and organizational boundaries.

Is it appropriate for collections personnel?

Yes, especially when employees need to maintain firmness and professionalism while communicating sensitively about difficult financial matters.

Can actual customer complaints be used?

Yes.

Anonymized actual customer situations can significantly strengthen training relevance.

Can customer-call recordings be used?

Potentially, when recordings are legally available and organizational policy permits use for training.

Can this be delivered virtually?

Yes.

Virtual delivery may use breakout-room role plays, customer-service scenarios, tone exercises, empathy practice, de-escalation simulations, and reflection activities.

Is one day enough?

One day provides a strong practical foundation using the complete **MSS E.Q.C.A.R.E.™ Emotional Intelligence for Customer Service Framework**.

Organizations seeking deeper behavioral development may choose a two-day workshop, follow-through coaching, refresher sessions, or broader Customer Service transformation intervention.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Customer Service Fundamentals Training;
- Frontline Customer Service Training;
- Call Center Customer Service Training;
- Customer De-escalation Training;
- Empathetic Customer Service Training;
- Complaint Handling Training;
- Service Recovery Training;
- Difficult Customer Management Training;
- Customer Centricity Training;
- Customer Experience Training;
- Customer Service Communication Training;
- Customer Service Leadership Training;
- Workplace Communication Skills Training;
- Emotional Intelligence Training;
- Emotional Intelligence for Leaders Training;
- Stress Management Training;
- Resilience Training;
- Telephone Etiquette Training;
- Chat Customer Service Training; and
- Email Customer Service Training.

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WHY CHOOSE MSS CORPORATION FOR EMOTIONAL INTELLIGENCE FOR CUSTOMER SERVICE TRAINING IN THE PHILIPPINES?

Emotional Intelligence Is Applied Directly to Customer Service

The program does not teach EI only as a general psychological concept.

It applies EI specifically to:

Customer Emotion → Employee Reaction → Communication → Resolution → Customer Experience

Proprietary MSS E.Q.C.A.R.E.™ Framework

Participants receive one practical methodology:

Examine → Quiet → Connect → Adapt → Respond → Evaluate

Strong Self-Awareness Component

Participants first learn to recognize:

“What happens inside me before I try to manage the customer?”

Emotional Regulation Before De-escalation

Employees cannot consistently calm an interaction if they are becoming increasingly reactive themselves.

Genuine Empathy

The program goes beyond:

“I understand how you feel.”

Participants learn to listen for and acknowledge the customer's specific emotional experience.

Empathy With Boundaries

Customer understanding does not mean:

- Giving everything requested;
- accepting abuse;
- abandoning organizational rules.

Difficult Customer Application

Participants practice the interactions where emotional intelligence matters most.

Service Recovery

EQ is applied when the organization has already disappointed the customer and confidence must be rebuilt.

Emotional Reset

The framework acknowledges that customer service employees may serve many customers in one day.

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Participants learn not to allow one difficult interaction to contaminate the next.

Observable Customer Service Behaviors

The program translates emotional intelligence into behaviors supervisors can observe and coach.

EnterTRAINment Methodology

Participants:

Recognize → Regulate → Listen → Empathize → Adapt → De-escalate → Resolve → Reset

rather than merely listen to emotional-intelligence theory.

Highly Customizable

MSS Corporation can incorporate:

- Actual customer situations;
- customer complaints;
- call types;
- frontline interactions;
- escalation policies;
- customer-service standards.

CALL TO ACTION

Customers Bring Emotions Into Every Service Interaction. Your People Need the Intelligence to Handle Them.

Equip your customer-facing employees to recognize emotional triggers, manage their reactions, understand customers more deeply, demonstrate genuine empathy, adapt communication, de-escalate difficult situations, recover service failures, maintain appropriate boundaries, and reset effectively for the next customer.

Partner with MSS Corporation for a customized:

- **Emotional Intelligence for Customer Service Training in the Philippines**
- **Training on Emotional Intelligence for Customer Service in the Philippines**
- **EI for Customer Service Training in the Philippines**
- **Training on EI for Customer Service in the Philippines**
- **Emotional Quotient for Customer Service Training in the Philippines**
- **Training on Emotional Quotient for Customer Service in the Philippines**
- **EQ for Customer Service Training in the Philippines**
- **Training on EQ for Customer Service in the Philippines**

designed around your organization's customer environment, service channels, customer profiles, recurring complaints, emotionally challenging interactions, service standards, and desired customer experience.

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Examine. Quiet. Connect. Adapt. Respond. Evaluate.

With MSS, We Make Strong Success.