

**MSS SUCCESS SPACES**

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FRONTLINE CUSTOMER SERVICE TRAINING IN THE PHILIPPINES FACE OF SERVICE

Practical Face-to-Face Customer Service Skills for Professional First Impressions, Customer Needs Discovery, Service Delivery, Complaint Handling, Service Recovery, and Positive Customer Experiences

This program is strategically developed for organizations searching for **Frontline Customer Service Training in the Philippines, Training on Frontline Customer Service in the Philippines, Face-to-Face Customer Service Training in the Philippines, Training on Face-to-Face Customer Service in the Philippines, Customer Service for Frontliners Training in the Philippines, Training on Customer Service for Frontliners in the Philippines, Customer-Facing Customer Service Training in the Philippines, Training on Customer-Facing Customer Service in the Philippines, Customer Service In Person Training in the Philippines, Training on Customer Service in Person in the Philippines, Providing Customer Service In Person Training in the Philippines, Training on Providing Customer Service In Person in the Philippines, Providing Customer Service Face-to-Face Training in the Philippines, and Training on Providing Customer Service Face to Face in the Philippines.**

TRAINING OVERVIEW

For many customers, the organization is not represented first by its CEO, company website, advertisement, mission statement, or corporate strategy.

It is represented by the **frontliner standing in front of them.**

The customer experiences the organization through the employee who:

- Greets them at the entrance;
- receives them at a reception desk;
- processes their transaction;
- answers their questions;
- gives directions;
- receives their payment;
- explains a product or service;
- addresses their concern;
- manages a complaint;
- handles a mistake;
- coordinates with another department;
- asks them to wait;
- delivers bad news;
- or sends them on their way.

A customer may never meet senior management.

But the customer will remember:

How the frontliner made them feel.

A customer-service experience can therefore be damaged by seemingly small moments such as:

- No greeting;
- lack of eye contact;
- indifferent facial expression;
- talking to a coworker while the customer waits;
- pointing instead of assisting;
- giving one-word answers;
- saying “I don’t know” without attempting to help;
- passing the customer from one employee to another;
- using technical language the customer does not understand;
- appearing irritated by repeated questions;
- blaming another department;
- arguing with the customer;
- making promises that cannot be fulfilled;
- giving incomplete information;
- failing to acknowledge inconvenience;
- appearing defensive when a mistake is raised;
- ending the interaction without confirming resolution.
-

Individually, these behaviors may appear minor.

Collectively, they create the customer's perception of the organization.

This is why excellent frontline customer service requires more than:

“Be nice to customers.”

Frontliners need practical capability in:

- Professional presence;
- first impressions;
- greeting and acknowledging customers;
- verbal and nonverbal communication;
- active listening;
- questioning;
- understanding customer needs;
- explaining information clearly;
- setting expectations;
- taking ownership;
- managing waiting time;
- coordinating solutions;
- handling complaints;

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- responding to emotional customers;
- recovering from service failures;
- escalating appropriately;
- closing interactions positively;
- and consistently representing the organization's service standards.

Face of Service: Frontline Customer Service Training in the Philippines equips customer-facing employees with the practical mindset, communication behaviors, service techniques, and problem-solving skills needed to create professional, efficient, respectful, and memorable face-to-face customer experiences.

The program introduces the **MSS F.A.C.E. Frontline Customer Service Framework**:

- **F — Form a Professional and Positive First Impression**
- **A — Acknowledge, Ask, and Actively Listen to the Customer**
- **C — Create the Right Customer Solution and Coordinate Resolution**
- **E — Ensure Service Recovery, Excellent Closure, and a Lasting Positive Impression**

Following MSS Corporation's **EnterTRAINment** methodology, this **Training on Frontline Customer Service in the Philippines** minimizes lecture-heavy instruction. Participants practice actual customer interactions, analyze service behaviors, perform greeting and needs-discovery drills, communicate difficult information, solve customer concerns, handle complaints, conduct service recovery, and receive structured feedback based on realistic workplace situations.

TRAINING GOAL

To equip frontline and customer-facing employees with the practical mindset, communication skills, service behaviors, problem-solving techniques, complaint-handling approaches, and service-recovery practices required to consistently provide professional, efficient, empathetic, and positive face-to-face customer experiences.

TRAINING OBJECTIVES

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

1. **Explain** why frontline employees strongly influence customer perception of an organization;
2. **Recognize** the connection between individual frontline behavior and overall customer experience;
3. **Apply** the MSS F.A.C.E. Frontline Customer Service Framework;
4. **Differentiate** customer service, customer satisfaction, and customer experience;
5. **Identify** customer expectations at different moments of a face-to-face service interaction;
6. **Demonstrate** professional grooming, posture, facial expression, eye contact, and workplace presence appropriate to the organization;
7. **Create** a positive first impression through professional acknowledgment and greeting;
8. **Use** appropriate verbal and nonverbal communication with customers;
9. **Demonstrate** active listening;

10. **Ask** effective open, closed, clarifying, and confirming questions;
11. **Identify** the customer's stated and underlying needs accurately;
12. **Avoid** assumptions and premature solutions;
13. **Explain** products, services, procedures, policies, and requirements in customer-friendly language;
14. **Manage** customer expectations regarding timelines, processes, waiting periods, and limitations;
15. **Take** appropriate ownership of customer concerns;
16. **Differentiate** ownership from accepting responsibility for matters outside one's authority;
17. **Coordinate** effectively with internal departments while protecting the customer experience;
18. **Communicate** delays, unavailable options, requirements, and unfavorable information professionally;
19. **Avoid** blame-oriented and defensive service language;
20. **Recognize** emotional cues indicating customer frustration or dissatisfaction;
21. **Respond** appropriately to complaints;
22. **Demonstrate** empathy without making inappropriate admissions or promises;
23. **Separate** the customer's emotion from the actual service problem;
24. **Apply** practical service-recovery techniques;
25. **Know** when to resolve, coordinate, or escalate a customer concern;
26. **Handle** difficult customer interactions while maintaining professionalism and appropriate boundaries;
27. **Confirm** resolution before ending the interaction;
28. **Close** customer encounters positively and professionally;
29. **Demonstrate** consistent customer-service behaviors under pressure;
30. **Identify** personal frontline behaviors requiring improvement; and
31. **Prepare** a practical customer-service action commitment for immediate workplace application.

LEARNING DOMAINS ADDRESSED

Cognitive Domain

Participants understand customer expectations, service standards, communication principles, needs discovery, problem-solving, complaint handling, service recovery, escalation, and customer-experience fundamentals.

Affective Domain

Participants strengthen empathy, patience, ownership, respect, professionalism, customer orientation, composure, accountability, service mindset, and willingness to help.

Psychomotor and Behavioral Domain

Participants practice greetings, body language, active listening, questioning, service explanations, complaint conversations, service recovery, escalation, and professional closure.

FROM POINT A TO POINT B

Point A: Before the Training

Frontliners may:

- Wait for customers to approach before acknowledging them;
- give inconsistent greetings;
- appear serious, distracted, or indifferent;
- avoid eye contact;
- communicate only transactionally;
- assume they already know what the customer needs;
- interrupt customers;
- ask too few questions;
- provide technical explanations;
- sound robotic or scripted;
- focus on completing the transaction rather than helping the person;
- point customers elsewhere instead of coordinating assistance;
- say “That’s not my department”;
- blame systems, policies, colleagues, or another department;
- overpromise;
- give incomplete expectations;
- fail to explain delays;
- become defensive when customers complain;
- take complaints personally;
- argue with emotional customers;
- repeat policy instead of explaining options;
- use prohibited or negative service language;
- escalate too early;
- escalate too late;
- fail to document important customer concerns;
- end interactions without confirming resolution; or
- provide technically correct service that still feels poor to the customer.

Point B: After the Training

Participants should be better able to:

- Acknowledge customers promptly;
- create professional first impressions;
- use confident and welcoming body language;
- communicate warmly without becoming unprofessional;
- listen before responding;
- ask purposeful questions;
- clarify actual customer needs;
- explain information simply;
- set realistic expectations;
- communicate waiting time proactively;
- take appropriate ownership;

- coordinate internally rather than transfer responsibility to the customer;
- use positive and solution-oriented language;
- explain limitations without sounding dismissive;
- recognize customer emotions;
- demonstrate empathy;
- manage complaints calmly;
- identify what can and cannot be resolved within their authority;
- escalate appropriately;
- provide effective service recovery;
- confirm customer understanding;
- summarize agreements;
- close professionally; and
- consistently represent the organization's service standards.

ORGANIZATIONAL CHALLENGES ADDRESSED

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

- Inconsistent frontline service;
- customer complaints about employee attitude;
- poor first impressions;
- weak customer acknowledgment;
- lack of professionalism;
- poor body language;
- customers feeling ignored;
- frontliners giving incomplete information;
- employees sounding indifferent;
- transactional rather than customer-centered service;
- inconsistent service language;
- poor listening;
- unnecessary customer transfers;
- finger-pointing between departments;
- complaints escalating unnecessarily;
- frontliners becoming defensive;
- inconsistent complaint handling;
- employees unable to calm frustrated customers;
- weak service ownership;
- unclear escalation practices;
- slow service recovery;
- customers having to repeat information;
- employees overpromising;
- unmanaged waiting times;
- poor closure;

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- low customer satisfaction;
- customer-service standards existing on paper but not consistently demonstrated;
- organizations needing a common frontline service language and methodology; or
- customer-facing employees requiring standardized service behaviors.

WHAT FRONTLINE CUSTOMER SERVICE MEANS

Frontline Customer Service refers to the service delivered by employees who interact directly with customers in person.

These employees may:

- Welcome;
- assist;
- sell;
- receive;
- process;
- explain;
- guide;
- troubleshoot;
- coordinate;
- resolve;
- escalate; or
- close customer interactions.

The frontliner is frequently the customer's most visible representation of the organization.

WHAT FACE-TO-FACE CUSTOMER SERVICE MEANS

Face-to-Face Customer Service Training in the Philippines focuses specifically on situations in which the employee and customer are physically present in the same environment.

Unlike telephone, email, or chat service, face-to-face interactions involve additional communication factors such as:

- Appearance;
- posture;
- facial expression;
- gestures;
- physical distance;
- eye contact;
- tone of voice;
- visible distractions;

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- workspace condition;
- waiting behavior.

The customer therefore interprets both:

What the employee says

And

What the employee appears to communicate without words.

CUSTOMER SERVICE VERSUS CUSTOMER EXPERIENCE**Customer Service**

Usually refers to the direct support or assistance provided during specific interactions.

Customer Experience

Refers to the customer's overall perception resulting from multiple interactions across the customer journey. A single frontliner may therefore influence a much larger customer experience.

CUSTOMER SATISFACTION

Customer satisfaction reflects how well the customer's actual experience compares with expectations.

Frontliners may not control every company policy, product, system, price, or process.

They can strongly influence:

- How the customer is treated;
- how clearly things are explained;
- how expectations are managed;
- how problems are handled;
- whether the customer feels heard;
- whether ownership is demonstrated.

THE MSS F.A.C.E. FRONTLINE CUSTOMER SERVICE FRAMEWORK**F — FORM A PROFESSIONAL AND POSITIVE FIRST IMPRESSION**

Customers begin evaluating service before the formal conversation begins.

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They notice:

- Environment;
- appearance;
- readiness;
- facial expression;
- eye contact;
- acknowledgment;
- posture;
- attentiveness;
- tone.

First impressions influence what customers expect from the rest of the interaction.

PROFESSIONAL FRONTLINE PRESENCE

Professional presence may include:

- Appropriate grooming;
- company-approved attire or uniform;
- visible identification;
- clean and organized workstation;
- appropriate posture;
- attentive facial expression;
- professional gestures;
- appropriate voice volume;
- absence of visible personal distractions.

Professional appearance is not about attractiveness.

It is about being:

Appropriate, prepared, presentable, and consistent with organizational standards.

CUSTOMER ACKNOWLEDGMENT

One of the simplest service behaviors is also one of the most important:

Acknowledge the customer.

If immediately available:

“Good morning. How may I assist you?”

If already serving someone:

“Good morning. I'll be with you shortly.”

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This communicates:

“I see you.”

Being physically present while completely ignoring a waiting customer can create dissatisfaction before service begins.

PROFESSIONAL GREETING

A practical greeting may contain:

1. Appropriate greeting;
2. acknowledgment;
3. offer of assistance.

Example:

“Good afternoon. Welcome. How may I help you today?”

The organization may customize language according to its brand.

THE FIRST 30 SECONDS

Within the opening moments, customers may already form impressions about:

- Competence;
- willingness to help;
- professionalism;
- friendliness;
- organization;
- trust.

Frontliners should therefore manage the opening deliberately.

NONVERBAL CUSTOMER SERVICE

Face-to-face service involves:

Facial Expression

Does the employee look:

- Attentive?
- irritated?
- bored?
- rushed?

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Eye Contact

Appropriate eye contact communicates attention.

Posture

Open and attentive posture communicates readiness.

Gestures

Gestures should support communication rather than appear dismissive.

Physical Orientation

Turning toward the customer signals engagement.

THE DANGER OF VISIBLE DISTRACTION

Customers quickly notice:

- Mobile-phone use;
- conversations with coworkers;
- eating;
- unrelated computer activity;
- repeatedly looking elsewhere;
- laughing while the customer waits.

Even when legitimate work is being performed, the employee should manage how the situation appears to the customer.

A — ACKNOWLEDGE, ASK, AND ACTIVELY LISTEN TO THE CUSTOMER

Good customer service begins with understanding.

Frontliners should avoid solving the wrong problem efficiently.

ACTIVE LISTENING

Active listening involves:

- Giving attention;
- avoiding interruption;
- identifying important details;
- recognizing emotion;
- asking clarification;
- confirming understanding.

A useful customer-service principle is:

Listen to understand before responding to solve.

CUSTOMER NEEDS: STATED VERSUS UNDERLYING

A customer may say:

“I need to speak with the manager.”

The underlying need may actually be:

- A refund;
- clarification;
- faster processing;
- reassurance;
- correction of an error.

Appropriate questioning may allow the frontliner to resolve the concern without unnecessary escalation.

QUESTIONING TECHNIQUES

Open Questions

Encourage explanation.

“What happened when you tried to process the transaction?”

Closed Questions

Confirm specific information.

“Was the payment made today?”

Clarifying Questions

Prevent misunderstanding.

“When you say it was rejected, did you receive an error message?”

Confirming Questions

Verify understanding.

“So what you need today is a corrected copy of the document. Is that correct?”

PARAPHRASING

Paraphrasing demonstrates understanding.

“So you submitted the requirement yesterday, but the system still shows it as incomplete. Is that right?”

This reduces repeated explanations and prevents premature solutions.

LISTENING TO EMOTION

Customers communicate both:

Content

And

Emotion.

Content:

“I've already come here twice.”

Emotion may include:

- Frustration;
- disappointment;
- anxiety;
- anger.

Effective service responds appropriately to both.

EMPATHY

Empathy communicates recognition of the customer's experience.

Examples:

“I understand why that delay would be frustrating.”

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

Empathy does not automatically mean:

- Admitting legal liability;
- agreeing with every accusation;

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- violating policy;
- promising something impossible.

It means communicating:

“I understand the impact this situation is having on you.”

C — CREATE THE RIGHT CUSTOMER SOLUTION AND COORDINATE RESOLUTION

Once the need is understood, the frontliner should help move the interaction toward resolution.

OWNERSHIP

Ownership means:

“I will help move this concern toward the appropriate resolution within my role and authority.”

Ownership does not mean the employee must personally solve everything.

Sometimes ownership means:

- Finding information;
- calling the correct department;
- coordinating;
- explaining;
- escalating;
- documenting;
- following through.

OWNERSHIP VERSUS PASSING THE CUSTOMER

Weak:

“That's Accounting. Go downstairs.”

Stronger:

“Accounting handles that request. Let me confirm where you need to go and what requirement you'll need so you won't have to come back.”

The difference is not only information.

It is service ownership.

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POSITIVE SERVICE LANGUAGE

Service language should emphasize what **can be done**.

Instead of:

“You can't do that.”

Consider:

“The available option is...”

Instead of:

“That's not my job.”

Consider:

“The team that handles this is _____. Let me help you connect with them.”

Instead of:

“You have to wait.”

Consider:

“Processing normally takes approximately 15 minutes. I'll update you if there is any delay.”

Instead of:

“I don't know.”

Consider:

“Let me verify that for you.”

EXPLAINING POLICIES PROFESSIONALLY

Frontliners may need to communicate policies customers dislike.

Poor:

“That's company policy.”

Better:

“The requirement is necessary because _____. What I can help you with is _____.”

The goal is not to debate policy.

It is to explain professionally and identify legitimate available options.

MANAGING EXPECTATIONS

Customer dissatisfaction often increases when expectations are unclear.

Frontliners should communicate:

- What happens next;
- how long it may take;
- what the customer needs to provide;
- what is and is not possible;
- who will handle the next step;
- when the customer should expect an update.

MANAGING WAITING TIME

Waiting feels longer when customers:

- Do not know how long it will take;
- do not understand why;
- receive no updates;
- feel forgotten.

Useful practices include:

- Give realistic expectations;
- provide updates;
- acknowledge delays;
- explain available options where appropriate.

INTERNAL COORDINATION IS PART OF CUSTOMER SERVICE

Customers should not have to manage the organization's internal departments for the organization.

A frontliner may need to coordinate with:

- Finance;
- Operations;
- Sales;
- Technical Support;
- Warehouse;
- Billing;
- Administration;
- another branch;
- another service desk.

From the customer's perspective:

It is still one organization.

COMMUNICATING UNFAVORABLE INFORMATION

Examples include:

- Item unavailable;
- request cannot be approved;
- processing delayed;
- required document missing;
- refund not immediately possible;
- service unavailable.

A useful sequence is:

1. Acknowledge;
2. explain clearly;
3. avoid blame;
4. provide legitimate available options;
5. confirm next steps.

E — ENSURE SERVICE RECOVERY, EXCELLENT CLOSURE, AND A LASTING POSITIVE IMPRESSION

Service failures happen.

What distinguishes strong service organizations is how they respond afterward.

WHAT SERVICE RECOVERY MEANS

Service Recovery is the organization's effort to address a customer experience that did not meet expectations and restore confidence where reasonably possible.

A service failure may involve:

- Delay;
- incorrect information;
- wrong item;
- incomplete transaction;
- system problem;
- employee error;
- missed commitment;
- unavailable service;

- poor previous interaction.

COMPLAINTS ARE INFORMATION

A complaint may reveal:

- Process weakness;
- communication failure;
- recurring product issue;
- employee behavior problem;
- unclear policy;
- unmet expectations;
- system error.

The goal should not simply be:

“Make the customer stop complaining.”

The goal should be:

Understand, resolve appropriately, and learn where possible.

MSS FRONTLINE SERVICE RECOVERY SEQUENCE

A practical service-recovery interaction may involve:

1. Listen

Let the customer explain without unnecessary interruption.

2. Acknowledge

Recognize both the concern and the impact.

3. Clarify

Determine exactly what happened and what resolution is being sought.

4. Own

Take appropriate responsibility for moving the concern toward resolution.

5. Resolve or Coordinate

Provide the available solution within authority.

6. Escalate When Necessary

Move the concern to the correct authority with complete information.

7. Confirm

Make sure the customer understands the outcome and next steps.

HANDLING AN EMOTIONAL CUSTOMER

When customers become frustrated:

Keep Your Own Composure

Do not mirror anger.

Lower the Emotional Temperature

Use calm tone, attentive posture, and controlled language.

Let the Customer Finish

Interrupting may increase frustration.

Acknowledge

Recognize inconvenience appropriately.

Move Toward Facts and Resolution

Once heard, transition toward:

“Here's what I can do...”

WHAT NOT TO SAY TO AN UPSET CUSTOMER

Avoid statements such as:

“Calm down.”

“That's not my fault.”

“You should have...”

“I already told you.”

“There's nothing I can do.”

“That's our policy.”

“Why are you getting angry?”

These phrases can escalate rather than resolve the interaction.

WHEN TO ESCALATE

Escalation may be necessary when:

- Required authority exceeds the frontliner's role;

- financial approval is required;
- policy exception is requested;
- threat or safety concern exists;
- legal concern arises;
- complaint involves serious misconduct;
- customer explicitly requires management after reasonable attempts to assist;
- unresolved issue requires specialist expertise.

Effective escalation should include:

- Customer name;
- concern;
- relevant facts;
- actions already taken;
- desired resolution;
- urgency;
- supporting information.

Do not make the customer start from zero whenever possible.

PROFESSIONAL BOUNDARIES WITH ABUSIVE BEHAVIOR

Excellent customer service does not require employees to accept:

- Threats;
- harassment;
- discrimination;
- violence;
- sexual harassment;
- physical intimidation;
- other conduct prohibited by organizational policy or law.

Frontliners should follow the organization's approved safety, security, escalation, and incident-management procedures.

SERVICE RECOVERY DOES NOT MEAN PROMISING EVERYTHING

Avoid promises outside one's authority.

Weak:

“Don't worry. I'll make sure you get a refund today.”

Better:

“I will immediately elevate the refund request to the authorized team and explain the circumstances. The approval will depend on their review, and I'll tell you the expected next step.”

Trust is damaged when frontliners create promises the organization cannot deliver.

CLOSING THE CUSTOMER INTERACTION

A professional close may include:

1. Confirm resolution;
2. summarize next step;
3. verify whether anything else is needed;
4. thank the customer;
5. close appropriately.

Example:

“Your request has now been processed, and you should receive the confirmation within the day. Is there anything else I can assist you with before you go?”

THE LAST IMPRESSION

Customers often remember how an interaction ended.

Avoid:

- Silently turning away;
- immediately serving the next customer without acknowledgment;
- leaving uncertainty about next steps;
- ending while the customer still looks confused.

A positive ending helps complete the experience.

FRONTLINE CUSTOMER SERVICE STANDARDS

Organizations may establish standards around:

Acknowledgment

How quickly should customers be recognized?

Greeting

What service language reflects the brand?

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Listening

What behaviors demonstrate attention?

Accuracy

What information must be verified?

Ownership

When should employees resolve versus coordinate?

Waiting

When should customers receive updates?

Escalation

What concerns require higher authority?

Closure

What should occur before the interaction ends?

Training becomes more effective when these standards are observable.

THE CUSTOMER SERVICE MOMENT OF TRUTH

A **moment of truth** occurs whenever a customer forms an impression of the organization through an interaction.

Examples:

- Entering the facility;
- waiting in line;
- approaching the desk;
- asking a question;
- paying;
- complaining;
- requesting help;
- receiving a product;
- leaving.

One poor moment may undermine several good ones.

Frontliners should therefore understand the **customer journey**, not merely their isolated transaction.

ONE-DAY FRONTLINE CUSTOMER SERVICE TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	MODULE 1: FORM THE RIGHT FIRST IMPRESSION—PROFESSIONAL PRESENCE AND THE FRONTLINE SERVICE MINDSET 1. The Frontliner as the Face of the Organization • How customer perception is created • Customer Service versus Customer Experience • Moments of truth 2. Introducing the MSS F.A.C.E. Framework • Form, Acknowledge, Create, Ensure • From first impression to successful closure 3. Professional Frontline Presence • Grooming, posture, facial expression, eye contact, gestures, workplace readiness, and visible distractions 4. Acknowledgment and Greeting Standards • Recognizing waiting customers • Opening an interaction professionally • Managing simultaneous customers 5. Customer-Oriented Service Mindset • Transaction versus experience • Professionalism, respect, ownership, and customer orientation	Major Activity: First-Impression Service Laboratory — Participants rotate through realistic frontline scenarios involving customer arrival, waiting, acknowledgment, greeting, visible distraction, body language, and professional presence while peers evaluate observable service behaviors. Major Output: Personal Frontline First-Impression and Professional Service Standards Checklist
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	MODULE 2: ACKNOWLEDGE AND UNDERSTAND—LISTENING, QUESTIONING, EMPATHY, AND CUSTOMER NEEDS DISCOVERY	Major Activity: Customer Needs Discovery Challenge — Participants receive incomplete and ambiguous customer requests and must use listening, questioning, paraphrasing, and empathy to correctly determine what each

	1. Active Listening in Face-to-Face Service • Content and emotion • Avoiding premature solutions • Listening without unnecessary interruption 2. Questioning for Customer Needs • Open, closed, clarifying, and confirming questions • Discovering stated and underlying needs 3. Paraphrasing and Confirming Understanding • Preventing assumptions and repeated explanations 4. Empathy in Customer Service • Recognizing inconvenience without overpromising • Empathy versus agreement • Responding to emotional cues 5. Customer-Friendly Communication • Simple explanations • avoiding jargon • tone, words, and nonverbal consistency	customer actually needs before recommending an action. Major Output: MSS Customer Needs Discovery and Service Communication Guide
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	MODULE 3: CREATE THE RIGHT SOLUTION—SERVICE OWNERSHIP, EXPECTATION MANAGEMENT, AND INTERNAL COORDINATION 1. Taking Appropriate Customer Ownership • Helping versus passing • Resolving within authority • coordinating across departments 2. Positive and Solution-Oriented Language • What can be done	Major Activity: Frontline Service Solution Simulation — Participants handle evolving customer cases involving missing requirements, unavailable services, waiting-time concerns, internal department coordination, policy limitations, and escalation decisions. Major Output: Customer Resolution, Internal Coordination, and Escalation Action Map

	• replacing dismissive and blame-oriented language • professional policy explanations 3. Managing Customer Expectations • Timelines, requirements, limitations, next steps, and realistic commitments 4. Managing Waiting and Delays • Setting time expectations • proactive updates • acknowledging inconvenience 5. Coordinating Customer Solutions • Internal handoffs • avoiding customer runaround • communicating unfavorable information • when and how to escalate	
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	MODULE 4: ENSURE A POSITIVE ENDING—COMPLAINT HANDLING, SERVICE RECOVERY, AND EXCELLENT CLOSURE 1. Understanding Customer Complaints • Complaint versus personal attack • What complaints reveal • listening for the real problem 2. Managing Emotion Without Losing Professionalism • Maintaining composure • acknowledgment • empathy • moving from emotion to resolution 3. Practical Service Recovery • Listen → Acknowledge → Clarify → Own → Resolve/Coordinate → Escalate → Confirm • Recovering customer confidence where possible	Major Activity: F.A.C.E. Customer Service Championship Simulation — Participants manage realistic face-to-face encounters involving a dissatisfied or emotional customer from opening through needs clarification, problem resolution, service recovery, escalation where required, and professional closure. Major Output: Individual Frontline Customer Service Scorecard and 30-Day Customer Service Application Commitment



	4. Difficult Customer Boundaries and Escalation • Knowing what can be handled • safety, threats, harassment, and prohibited conduct • following organizational procedures 5. Closing the Customer Experience • Confirming resolution • summarizing next steps • checking understanding • professional appreciation and closure	
5:00 PM	PROGRAM CLOSING	Learning synthesis, individual commitments, evaluation, and recommended next steps

MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **Personal Frontline First-Impression and Professional Service Standards Checklist**
2. **MSS Customer Needs Discovery and Service Communication Guide**
3. **Customer Resolution, Internal Coordination, and Escalation Action Map**
4. **Individual Frontline Customer Service Scorecard and 30-Day Customer Service Application Commitment**

These outputs are designed to help participants convert training into observable frontline behavior.

SAMPLE FRONTLINE CUSTOMER SERVICE SITUATIONS

Activities may be customized around scenarios such as:

- Customer entering without being acknowledged;
- long queue and impatient customers;
- customer asking where to go;
- receptionist assisting multiple visitors;
- customer missing a required document;
- customer not understanding a procedure;
- transaction taking longer than expected;
- unavailable item;
- delayed service;
- customer demanding an exception;

- customer questioning company policy;
- wrong information previously provided;
- employee from another department made the original mistake;
- customer returning for the second or third time;
- customer requesting a manager;
- customer complaining loudly;
- customer frustrated about waiting;
- elderly customer requiring additional assistance;
- customer with accessibility requirements;
- customer who does not understand technical terminology;
- customer unhappy with the price or charge;
- incorrect billing;
- delayed release;
- refund request;
- service unavailable because of system downtime;
- multiple customers requiring attention simultaneously;
- frontliner needing to coordinate with another department;
- customer refusing the available solution;
- customer raising a legitimate service failure;
- verbally aggressive customer;
- customer satisfied with the resolution but requiring clear next steps.

INDUSTRIES THAT MAY BENEFIT FROM FRONTLINE CUSTOMER SERVICE TRAINING

The program may be customized for organizations in industries such as:

- Banking and financial services;
- insurance;
- retail;
- restaurants and food service;
- hotels and hospitality;
- healthcare;
- hospitals and diagnostic centers;
- clinics;
- real estate and property management;
- automotive;
- utilities;
- telecommunications;
- transportation;
- logistics;
- airlines and travel;
- education;
- government;

- local government units;
- malls;
- pharmacies;
- dealerships;
- service centers;
- manufacturing companies with customer-facing personnel;
- professional services;
- shared services;
- membership organizations; and
- other organizations with face-to-face customer interactions.

TRAINING METHODS

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

- Approximately **30% concise trainer input, demonstrations, facilitated discussion, and synthesis**
- Approximately **70% customer-service simulations, drills, behavioral observation, role plays, scenario analysis, service language practice, complaint handling, service recovery, and workplace application**

Methods may include:

- Customer-service self-assessment;
- service-moment analysis;
- first-impression observation;
- greeting drills;
- body-language exercises;
- listening challenges;
- questioning practice;
- needs-discovery scenarios;
- empathy-language drills;
- positive-language conversion exercises;
- policy-explanation practice;
- expectation-management scenarios;
- waiting-time simulation;
- ownership-versus-passing challenge;
- internal coordination cases;
- complaint-handling role plays;
- difficult-customer simulations;
- service-recovery challenges;
- customer-experience observation;
- peer feedback;
- facilitator coaching; and

- action planning.

TARGET PARTICIPANTS

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

- Frontline Employees;
- Customer Service Representatives;
- Receptionists;
- Front Desk Personnel;
- Customer Service Associates;
- Customer Experience Associates;
- Bank Tellers;
- Branch Personnel;
- Cashiers;
- Retail Associates;
- Store Personnel;
- Sales Associates;
- Service Advisors;
- Hotel Front Office Personnel;
- Restaurant Service Personnel;
- Clinic Receptionists;
- Patient Service Representatives;
- Healthcare Frontliners;
- Property Management Personnel;
- Administrative Personnel receiving customers;
- Enrollment and Admissions Personnel;
- Government Frontliners;
- Help Desk Personnel providing in-person support;
- Service Center Employees;
- security and lobby personnel with customer-service responsibilities; and
- employees who regularly interact with customers, clients, patients, guests, members, students, residents, passengers, or the public face-to-face.

RECOMMENDED NUMBER OF PARTICIPANTS

Approximately **12 to 20 participants** is recommended for intensive customer-service role plays, behavioral observation, feedback, and coaching.

Groups of up to approximately 25 participants may be accommodated through:

- Role-play triads;
- customer-service teams;

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- observer checklists;
- rotating simulation stations; or
- additional facilitation support.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- live virtual instructor-led training;
- hybrid training;
- offsite corporate training;
- public seminar;
- customer-service academy;
- frontline onboarding;
- service-culture transformation;
- new-branch or new-store preparation;
- customer-experience improvement initiative;
- refresher training; or
- customized training-and-consultancy engagement.

Because the subject focuses heavily on **in-person behaviors and nonverbal communication**, face-to-face delivery is particularly useful for intensive role-play and behavioral coaching.

AVAILABLE PROGRAM FORMATS

Half-Day Frontline Customer Service Essentials

Recommended for:

- Frontline mindset;
- first impressions;
- customer acknowledgment;
- active listening;
- needs discovery;
- positive service language;
- basic complaint handling.

The half-day format contains exactly two modules.

One-Day Frontline Customer Service Training

Recommended for the complete **MSS F.A.C.E. Frontline Customer Service Framework**, from first impression through service recovery and excellent closure.

Two-Day Intensive Frontline Customer Service Workshop

Recommended when the organization requires deeper application involving:

- Detailed service standards;
- extensive customer-service simulations;
- difficult customers;
- complaint management;
- service recovery;
- customer journey analysis;
- customized scenarios;
- individual behavioral coaching;
- practical assessment.

Frontline Customer Service Certification Program

An internal company capability program may include:

1. Customer Service Fundamentals
2. Professional Frontline Presence
3. Customer Communication
4. Needs Discovery
5. Positive Service Language
6. Service Ownership
7. Complaint Handling
8. Service Recovery
9. Difficult Customer Management
10. Practical Customer Service Assessment

Service Culture Transformation Program

For organizations seeking broader behavioral improvement, MSS Corporation may extend the training into:

- Customer experience diagnostic;
- onsite observation;
- customer journey mapping;
- service-standard development;
- service-language development;
- frontline training;
- supervisor coaching;
- mystery customer assessment where appropriate;
- follow-through observation;
- reinforcement sessions;
- customer-service metrics;
- post-training review.

CUSTOMIZATION OPTIONS

This **Training on Face-to-Face Customer Service in the Philippines** may be customized using the client's:

- Customer Service Standards;
- customer journey;
- service policies;
- actual customer complaints;
- service procedures;
- escalation matrix;
- customer satisfaction results;
- CSAT data;
- complaint records;
- branch or store processes;
- service scripts;
- organizational values;
- uniforms and grooming standards;
- customer profiles;
- industry;
- actual anonymized service situations;
- recurring customer pain points.

MSS Corporation may also conduct a pre-training consultation to identify the most common customer situations participants should practice.

POSSIBLE FRONTLINE CUSTOMER SERVICE PERFORMANCE MEASURES

Organizations may evaluate post-training application through measures such as:

- Customer Satisfaction Score;
- Customer Experience Score;
- complaint rate;
- complaint-resolution time;
- First Contact Resolution where applicable;
- service-standard compliance;
- greeting compliance;
- acknowledgment compliance;
- customer waiting time;
- escalation rate;
- repeat complaint rate;
- customer compliments;
- mystery customer results;
- supervisor observation ratings;

- customer-service quality scores;
- employee adherence to service language;
- percentage of complaints resolved within authority;
- repeat-visit reduction caused by incomplete information;
- customer-feedback trends.

Measures should reflect both:

What service result occurred

And

What frontline behaviors produced that result.

PROFESSIONAL AND ORGANIZATIONAL BOUNDARIES

Excellent frontline customer service does not require employees to:

- Violate organizational policy;
- disclose confidential information;
- bypass required controls;
- approve unauthorized refunds;
- give legal or technical advice beyond their role;
- tolerate threats or harassment;
- promise outcomes outside their authority;
- accept personal abuse;
- compromise safety;
- discriminate;
- misrepresent company policies.

Employees should follow approved organizational procedures involving:

- Security incidents;
- threats;
- harassment;
- discrimination;
- medical emergencies;
- legal complaints;
- data privacy;
- refunds;
- compensation;
- regulatory matters;
- high-risk escalations.

Customer orientation and organizational control should work together.

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FREQUENTLY ASKED QUESTIONS

What is Frontline Customer Service Training in the Philippines?

Frontline Customer Service Training in the Philippines develops the practical communication, service, problem-solving, complaint-handling, and service-recovery skills employees need when serving customers directly and in person.

What is Training on Frontline Customer Service in the Philippines?

Training on Frontline Customer Service in the Philippines helps customer-facing employees create professional first impressions, understand customer needs, communicate clearly, take ownership, resolve concerns, handle complaints, and close interactions positively.

What is Face-to-Face Customer Service Training in the Philippines?

Face-to-Face Customer Service Training in the Philippines specifically develops customer-service behaviors used when employees and customers interact physically in the same location.

It places additional emphasis on:

- Body language;
- eye contact;
- facial expression;
- professional presence;
- greeting;
- visible attentiveness.

What is Training on Face-to-Face Customer Service in the Philippines?

Training on Face-to-Face Customer Service in the Philippines equips frontliners to deliver professional and customer-centered service during direct, in-person interactions.

What is Customer Service for Frontliners Training in the Philippines?

Customer Service for Frontliners Training in the Philippines develops employees who represent the organization directly to customers, clients, patients, guests, members, passengers, students, or the public.

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

Training on Customer Service for Frontliners in the Philippines teaches frontline employees how to manage the complete customer interaction from acknowledgment and greeting through needs discovery, solution, complaint handling, and closure.

What is Customer-Facing Customer Service Training in the Philippines?

Customer-Facing Customer Service Training in the Philippines is designed for employees whose roles require direct interaction with customers and therefore strongly influence customer perception of the organization.

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What is Training on Customer-Facing Customer Service in the Philippines?

Training on Customer-Facing Customer Service in the Philippines develops professional customer communication, service ownership, problem-solving, and customer-experience behaviors.

What is Customer Service In Person Training in the Philippines?

Customer Service In Person Training in the Philippines focuses on how employees communicate, assist, solve, coordinate, and recover service during direct customer encounters.

What is Training on Customer Service In Person in the Philippines?

Training on Customer Service In Person in the Philippines develops both verbal and nonverbal customer-service skills required during physical customer interactions.

What is Providing Customer Service In Person Training in the Philippines?

Providing Customer Service In Person Training in the Philippines teaches participants how to consistently deliver professional, respectful, efficient, empathetic, and solution-oriented service during direct customer encounters.

What is Training on Providing Customer Service In Person in the Philippines?

Training on Providing Customer Service In Person in the Philippines develops frontline behaviors covering greeting, listening, questioning, service explanation, customer ownership, complaints, service recovery, and closure.

What is Providing Customer Service Face-to-Face Training in the Philippines?

Providing Customer Service Face-to-Face Training in the Philippines equips customer-facing employees to deliver positive customer experiences where visual and nonverbal behaviors matter alongside verbal communication.

What is Training on Providing Customer Service Face to Face in the Philippines?

Training on Providing Customer Service Face to Face in the Philippines helps frontliners improve professional presence, communication, service ownership, complaint handling, and service recovery in customer-facing environments.

Is this the same as Customer Service Training?

It is a specialized Customer Service program focused specifically on **frontline and in-person service interactions**.

Does the program cover professional grooming?

Yes.

Professional appearance, readiness, and presence may be incorporated according to the client's standards. The program does not prescribe arbitrary appearance rules unrelated to the organization's legitimate customer-service requirements.

Does it cover body language?

Yes.

Participants practice appropriate:

- Eye contact;
- posture;
- facial expression;
- gestures;
- physical orientation.

Does it include customer greeting?

Yes.

Customer acknowledgment and professional opening are central elements of Module 1.

Does the training teach active listening?

Yes.

Participants practice listening, questioning, clarifying, paraphrasing, and confirming customer needs.

Does it cover empathy?

Yes.

Participants learn to acknowledge customer experiences appropriately without overpromising or automatically accepting responsibility outside their authority.

Does it include complaint handling?

Yes.

Participants practice handling customer complaints and emotional interactions.

Does the program cover difficult customers?

Yes.

The program introduces practical techniques for maintaining composure, managing emotion, determining the real issue, and moving toward resolution.

For organizations needing deeper application, MSS Corporation may recommend a dedicated **Customer De-escalation Training**.

Does it include service recovery?

Yes.

Service recovery is a major component of Module 4.

Does it cover escalation?

Yes.

Participants learn when to resolve, coordinate, and escalate—and how to escalate without forcing the customer to restart the entire explanation whenever possible.

Does the program address customer waiting time?

Yes.

Participants learn how expectation-setting and proactive updates can improve the waiting experience even when the actual processing time cannot immediately be reduced.

Can the training use our actual customer complaints?

Yes.

Anonymized customer complaints and recurring frontline situations are especially valuable for customization.

Can we use our own customer-service standards?

Yes.

MSS Corporation can incorporate the organization's:

- Service standards;
- scripts;
- protocols;
- escalation procedures;
- customer journey;
- customer experience principles.

Is this suitable for government frontliners?

Yes.

Scenarios can be customized for citizen-facing or public-service environments.

Is this suitable for healthcare?

Yes.

Scenarios can be customized for patients, companions, reception, billing, admissions, diagnostics, and other customer-facing healthcare environments while respecting applicable policies and professional boundaries.

Is this appropriate for banks and financial institutions?

Yes.

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The program can be customized for branches, tellers, customer-service desks, relationship personnel, and other face-to-face banking interactions.

Is this suitable for retail and restaurants?

Yes.

The program is highly applicable to employees who interact directly with guests and customers in stores, restaurants, cafés, and service counters.

Can the training be conducted virtually?

Yes.

However, because body language and physical customer interactions are important components, **face-to-face delivery provides additional opportunities for realistic behavioral observation and coaching.**

Is one day enough?

One day is sufficient for developing the complete practical foundation of the **MSS F.A.C.E. Frontline Customer Service Framework.**

Organizations seeking organization-wide service-culture transformation may require additional:

- Diagnostics;
- service-standard design;
- specialized workshops;
- supervisor coaching;
- workplace observation;
- reinforcement;
- measurement.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Customer Service Fundamentals Training;
- Customer Centricity Training;
- Customer Experience Training;
- Customer De-escalation Training;
- Empathetic Customer Service Training;
- Emotional Intelligence for Customer Service Training;
- Customer Service Standards Training;
- Customer Service Protocol Training;
- Customer Service Leadership Training;
- Professional Telephone Call Handling Training;
- Telephone Etiquette Training;

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- Chat Customer Service Training;
- Email Customer Service Training;
- Complaint Handling Training;
- Service Recovery Training;
- Difficult Customer Management Training;
- Communication Skills Training;
- Professionalism in the Workplace Training; and
- Service Culture Transformation Consultancy.

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

Specifically Designed for Customer-Facing Employees

The program focuses on what frontliners actually experience:

- Customers arriving;
- waiting;
- asking;
- clarifying;
- complaining;
- requesting exceptions;
- expecting solutions.

Practical MSS F.A.C.E. Framework

Participants receive an easy-to-remember service sequence:

Form → Acknowledge → Create → Ensure

from first impression through service recovery and closure.

Strong Face-to-Face Behavioral Focus

The training goes beyond what employees say.

It also develops:

- Presence;
- facial expression;
- posture;
- eye contact;
- visible attentiveness.

Customer Needs Discovery

Participants learn to listen and ask before solving.

Service Ownership

Employees learn to avoid:

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“That's not my department.”

and instead coordinate solutions within appropriate authority.

Positive Service Language

Participants practice communicating policies, limitations, waiting times, and difficult information without sounding dismissive or defensive.

Complaint Handling and Service Recovery

The program develops practical capability for the moments when the customer experience is already going wrong.

Realistic Role Plays

Participants practice situations that resemble actual customer interactions rather than generic theoretical cases.

Tangible Participant Outputs

Every module produces a practical customer-service tool or action output.

EnterTRAINment Methodology

Participants greet, listen, question, clarify, explain, coordinate, resolve, recover, and close rather than merely listen to customer-service principles.

Highly Customizable

MSS Corporation may incorporate the client's actual:

- Customer journey;
- customer complaints;
- service standards;
- procedures;
- scripts;
- waiting-time issues;
- escalation protocols;
- customer profiles.

Expandable Into Service Culture Transformation

The training can form part of a wider intervention involving:

Diagnosis → Service Standards → Training → Supervisor Reinforcement → Measurement → Continuous Improvement

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CALL TO ACTION

Your Frontliners Are the Face of Your Organization. Make Every Customer Interaction Count.

Equip your frontline employees to create professional first impressions, listen actively, understand customer needs, communicate clearly, manage expectations, take ownership, coordinate solutions, handle complaints, recover service failures, and leave customers with a positive final impression.

Partner with MSS Corporation for a customized:

- **Frontline Customer Service Training in the Philippines**
- **Training on Frontline Customer Service in the Philippines**
- **Face-to-Face Customer Service Training in the Philippines**
- **Training on Face-to-Face Customer Service in the Philippines**
- **Customer Service for Frontliners Training in the Philippines**
- **Training on Customer Service for Frontliners in the Philippines**
- **Customer-Facing Customer Service Training in the Philippines**
- **Training on Customer-Facing Customer Service in the Philippines**
- **Customer Service In Person Training in the Philippines**
- **Training on Customer Service In Person in the Philippines**
- **Providing Customer Service In Person Training in the Philippines**
- **Training on Providing Customer Service In Person in the Philippines**
- **Providing Customer Service Face-to-Face Training in the Philippines**
- **Training on Providing Customer Service Face to Face in the Philippines**

designed around your organization, customers, frontliners, service standards, customer journey, recurring service challenges, and desired customer experience.

With MSS, We Make Strong Success.