



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 19 April 2026 To 23 April 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

In today's globally interconnected marketplace, providing exceptional customer service requires a deep understanding of diverse cultures and the ability to navigate them effectively. This 5-day course, "Cross-Cultural Customer Service Techniques," is designed to equip participants with essential skills and knowledge to deliver exemplary customer service across various cultural contexts, enhancing both customer satisfaction and business success.

Objectives

- Understand the impact of culture on customer service interactions.
- Identify key cultural differences and similarities in communication styles.
- Develop skills to adapt customer service approaches to diverse cultural contexts.
- Enhance problem-solving techniques to address cross-cultural misunderstandings.
- Improve overall customer service effectiveness through cultural awareness.

Course Outlines

Day 1: Understanding Cultural Foundations

- Introduction to cultural concepts and their impact on customer service.
- Exploration of cultural dimensions and their relevance.
- Case studies highlighting cultural misunderstandings in service situations.
- Cultural self-awareness and its role in customer interactions.
- Interactive exercises to illustrate cultural perceptions.

Day 2: Communication Styles Across Cultures

- Overview of high-context vs. low-context communication.
- Verbal and non-verbal communication differences.
- Listening skills for effective cross-cultural interaction.
- Strategies for overcoming language barriers.
- Role-playing scenarios to practice diverse communication techniques.

Day 3: Adapting Customer Service Strategies

- Identifying customer expectations in different cultural settings.
- Customizing service approaches for cultural relevance.
- Building rapport with culturally diverse customers.
- Adapting conflict resolution strategies for cultural sensitivity.
- Hands-on activities to refine adaptive service skills.

Day 4: Problem Solving in Cross-Cultural Contexts

- Analyzing common cross-cultural service challenges.
- Developing problem-solving frameworks for cultural misunderstandings.
- Collaborative exercises to design cross-cultural solutions.
- Exploring psychological aspects of cross-cultural negotiation.
- Use of technology to aid cross-cultural problem-solving.

Day 5: Implementing Techniques in the Workplace

- Creating action plans to implement learned techniques.
- Monitoring and evaluating cross-cultural service effectiveness.
- Leadership and mentorship in fostering a culturally aware service team.
- Identifying resources for ongoing cultural competence development.
- Final assessments and feedback sessions to consolidate learning.