



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 26 July 2026 To 30 July 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.