London TDM

Customer Service and Sales Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 26 July 2026 To 30 July 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

Effective communication is crucial in customer service, where every interaction can shape the customer's perception of your brand. This 5-day course is designed to equip customer service professionals with the skills needed to effectively communicate, resolve issues, and enhance customer satisfaction. Through practical exercises and real-world scenarios, participants will learn to develop a deeper understanding of verbal and non-verbal communication techniques, active listening, empathy, and conflict resolution.

Objectives

- Understand the importance of communication in customer service
- Develop verbal and non-verbal communication skills
- Enhance active listening abilities
- Learn strategies for conflict resolution
- Improve customer interactions to foster loyalty and satisfaction

Course Outlines

Day 1: Introduction to Communication in Customer Service

- Understanding the role of communication in customer service
- Components of effective communication
- Communication styles and their impact on customer interactions
- Identifying common barriers to communication
- Setting personal goals for communication improvement

Day 2: Developing Verbal and Non-Verbal Communication Skills

- Mastering tone of voice for positive interactions
- The impact of body language and facial expressions
- Creating clear and concise messages
- Adapting language to diverse customer demographics
- Role-playing exercises to practice techniques

Day 3: Enhancing Active Listening and Empathy

- The principles of active listening
- Techniques for demonstrating empathy
- Building rapport with customers through listening
- Overcoming common listening barriers
- Exercises to improve listening and empathy skills

Day 4: Strategies for Conflict Resolution

- Understanding the nature of customer complaints
- Conflict resolution models and techniques
- De-escalating tense situations
- Turning negative experiences into positive outcomes

- Scenario-based practice sessions

Day 5: Enhancing Customer Interactions and Building Loyalty

- Techniques for exceeding customer expectations
- Personalizing customer interactions for greater impact
- Strategies for fostering long-term customer loyalty
- Implementing feedback for continuous improvement
- Creating a personal action plan for ongoing development