

Kwelanga | TRAINING
engage | inspire | elevate

Customer Centricity [2 Days]

A Specialised Kwelanga Training Programme

INTRODUCTION

Exceptional customer service relies on more than just solving problems – it's about how we connect with customers at every touchpoint. Whether over the phone or in writing, clear, professional, and empathetic communication is essential to building trust and representing the organisation's values.

This training programme is designed to help customer-facing employees improve their communication skills to deliver clearer, more professional, and more empathetic customer interactions. With a focus on written communication, telephone engagement, and a strong service mindset, participants will learn how to manage customer conversations more effectively – one interaction at a time.

TARGET AUDIENCE

This programme is designed for customer-facing employees, including client contact centre agents, service consultants, and support staff across an organisation. It is ideal for individuals who want to enhance their communication style to improve the quality of their customer interactions, and contribute positively to the organisation's customer experience and brand reputation.

COURSE CONTENT

Building Customer-Centricity and Empathy

- Self-assessment on empathy and ownership levels in service delivery
- Customer-centricity and empathy defined
- Develop emotional understanding through empathy
- Express empathy through appropriate language and statements
- Use Empathy Mapping to better understand customer needs
  - Apply a customer service GPS and practise using an empathy mapping model
- Empathy's role in enhancing customer experience
- Develop personal accountability in customer service
  - Mindset and values that drive accountability
  - The link between accountability and customer satisfaction
  - Accountability and empathy in action
- Reframe complaints as service opportunities – beyond loyalty gestures

Core Communication Skills for Engaging With Customers

- Understand the communication cycle and improve core skills: listening, questioning and explaining
- Master telephone communication
  - Meet caller expectations with professional etiquette and tone
  - Use positive, reassuring language to build trust
  - Listen, paraphrase, and confirm understanding
  - Focus on solutions and communicate realistic next steps
  - Ask for support when needed
  - Align with organisational call standards
- Handle challenging conversations with empathy and confidence
  - Apply the LEAP principle
  - Tailor your approach to different customer types

Composing Clear, Professional and Empathetic Emails

- Structure emails that are clear, complete, and customer focused
- Read for understanding before responding
  - Identify the customer's concerns and ensure all queries are addressed
- Use LEAP in written communication
- Apply an appropriate professional tone and natural writing voice
- Use clear, customer-friendly language
  - Avoid unnecessary jargon and explain unfamiliar acronyms
- Enhance clarity and impact
  - Use correct grammar, punctuation, and active voice
  - Proofread for accuracy, clarity and tone
- Apply effective formatting and quality checks
  - Use the CLEAR email response checklist
- Manage email etiquette and expectations
  - Response times, appropriate length, and emoji use

Emotional Intelligence and Ownership in Customer Interactions

- Self-assessment on emotional intelligence in customer engagement
- Emotional intelligence in customer interactions
  - Understand the core components of emotional intelligence
  - Recognise and manage personal emotional responses
  - Apply emotional intelligence concepts in customer service situations
  - Understand the consequences of negative responses
  - Distinguish between empathy and emotional intelligence
- Practise emotional intelligence in challenging customer situations
- From accountability to ownership
  - Develop an ownership mindset in customer service
  - Explore initiative, responsibility and follow-through

A Way Forward – Personal Elevation Plan

TRAINING METHODOLOGY



Our training methodology is designed with a core focus: to ensure that the knowledge acquired translates into tangible results, adding substantial value and visibly improving performance within the workplace.

We employ an outcomes-based approach, fostering active engagement through highly interactive, facilitator-led sessions.

WHAT WE OFFER

- Public Courses vs Closed Group Training
- Face-To-Face Training (F2F)
- Virtual Instructor-Led Training (VILT)
- Customisation
- Impact Compass

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POST COURSE ASSISTANCE

"Contact the Coach" – Bridging Learning for Business Results



We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can 'Contact the Coach' for support, Information or assistance with additional questions regarding the application of theory covered during the course.

Personal Elevation Plan – Bridging the Gap from Training to Workplace Application

The Personal Elevation Plan isn't just a takeaway – it's a structured, practical guide that helps delegates seamlessly transition their learning into real-world action.



Sustained Development and Accountability: By tracking progress and engaging with their managers, delegates stay committed to their growth, making learning an active part of their professional journey.

A Tool for Measurable Impact: Rather than training being a one-time event, this plan enables organisations to see tangible results by embedding new skills into everyday work.

A Catalyst for Meaningful Conversations: Ideal for one-on-one coaching and performance discussions, the plan encourages ongoing development dialogues between delegates and their managers

OUR COMMITMENT TO YOU …

Kwelanga Training's Commitment

To develop and inspire each individual to be the best that they can be.

To assist clients in the transfer of skills and positive behaviour change.

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