WSQ Engage Service Excellence

(formally known as Provide Go-the-Extra-Mile Service and Project a Positive and Professional Image)

Duration: 16 hours

Course Overview

Unit 1: Provide Go-the-Extra-Mile Service

This unit covers knowledge and application skills in equipping service staff with the mindset to go the extra mile in providing excellent service. It involves demonstrating the qualities and characteristics of a service professional, creating a positive customer experience by offering customised and personalised service, and escalating areas of improvement that may enhance the customers' experience.

Unit 2: Project a Positive and Professional Image

This unit covers the skills and knowledge to equip service professionals with the right grooming and professional image required for building confidence and projecting a positive image. It also involves equipping them with a positive and customer-oriented mindset to impress and wow their customers in their day-to-day engagement.

Course Objectives

On completion of this module, learners will be able to:

Unit 1: Provide Go-the-Extra-Mile Service

- Recognise the diverse range of customers and their needs and expectations
- Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations
- Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines
- Escalate feedback on areas of improvement to enhance the customer experience

Unit 2: Project a Positive and Professional Image

- Recognise the impact of one's professional image and persona on the organisation
- Project a professional image and persona in accordance with organisational guidelines
- Demonstrate effective communication skills when interacting with customers at the workplace

Course Outline

Unit 1: Provide Go-the-Extra-Mile Service

- Understanding the types of customers
- Understanding customer needs and expectation
- Quality and characteristics of service professional
- How to Go-the-Extra-Mile-Service
- Methods to exceed customer expectations
- Create positive customer experience
- Methods to offer customised and personalised service
- Know your organisation's guidelines
- Methods to identify areas of improvement to enhance the customer experience
- Methods to escalate areas of improvement

Unit 2: Project a Positive and Professional Image

- Importance of professional image
- Understanding the typical traits of persona and how to project it
- Impact of one's professional image and persona on self and the organisation
- Methods to project a professional image and persona of the organisation
- Understanding organisation's guidelines on professional image
- Understanding types of customers
- Effective communication skills when interacting with customers at the workplace

Target Audience

The job role(s)/occupations that this module would be relevant to may include:

- Customer-facing staff
- Customer Service Representatives
- Call Centre Officers
- Store Advisors
- Service Crew