



Kerala State Productivity Council

Productivity House, Kalamassery, Kochi - 683 104

Phone:0484-2555526/8547897526

EXECUTIVE DEVELOPMENT PROGRAMME

FOR CUSTOMER SERVICE PROFESSIONALS

AT PRODUCTIVITY HOUSE

FROM 9.30 AM TO 4.30 PM

ON 06-08-2026

INTRODUCTION

Customer service plays a critical role in ensuring customer satisfaction, resolving issues, and building long-term relationships. Excellent customer service can enhance a company's reputation, increase customer loyalty, and drive repeat business and Revenue while poor service can lead to negative reviews and loss of markets. In today's competitive environment, responsive and empathetic customer service is essential not only for retaining clients but also for differentiating the organisation from its competitors.

LEARNING OUTCOMES:

1. Understand what customers truly expect.
2. Build a customer-first mindset.
3. Communicate professionally and confidently.
4. Handle difficult customers calmly.
5. Resolve complaints effectively.
6. Create memorable service experiences.
7. Understand the relationship between Sales & Service

BENEFICIARIES OF TRAINING

Customer Service Professionals, Relationship Managers, Showroom Managers, Counter Sales Executives, Front office Executives, PROs from Industry and other Service organisations like Hospitality, Travel & Tourism, Banking etc. shall get benefited by attending this Workshop. **Medium of Instruction will be mix of English and Malayalam.**

FEE PER PARTICIPANT

- Members of KSPC – Rs. 2,000/-
- Non-members – Rs. 2,200/-
- GST @ 18% Extra
- Special discount of 10% will be offered, if 2 or more nominations from the same organization

GENERAL

- Well prepared course material will be supplied
- Lunch & refreshments will be served
- Participation certificate will be issued

RESOURCE PERSON

MR. MARK ANTONY SEQUEIRA

Trainer, Executive Coach and HRD Facilitator by profession and the CEO of Maestro Human Resources Pvt. Ltd.,

Bangalore. Having more than 2500 MDPs to his credit, Mark Antony has coached thousands of professionals in numerous corporate houses diverse sectors across India and Abroad in areas like Sales & Marketing.



TOPICS COVERED

Session 1

- A) Who is the Customer?
- B) Internal vs External Customer
- C) Customer Expectations 2026
- D) Customer is King mindset.
- E) Going the extra mile.

Session 2

- A) Sales vs Service
- B) Emotional Intelligence – Empathy
- C) Positive Customer focused Communication
- D) Confident Body Language to impress Customers
- E) Case Study & Group Discussion
- F) Why Customers Complaint?
- G) Essential Sales Knowledge
- H) Complaint handling process

Session 3

- A) Sales cum Customer Service Game
- B) Telephone Etiquette – Words & Voice tone
- C) Email & WhatsApp manners – Dos & Don'ts

Session 4

- A) Customer Satisfaction vs Customer Delight
- B) Secrets of Service Excellence
- C) Qualities for Professional Success

FOR ASSISTANCE

PHONE: 0484-2555526
8547897526
E-mail:
mail@kspconline.com

REGISTER
NOW

<https://www.kspconline.com/programmes/details/707>

LAST DATE FOR
REGISTRATION

04-08-2026
BEFORE 5.00 PM

M. JAMAL KUNJU
Chairman

SAJI V. MATHEW
Hony. Secretary

P. BINILAL
Director