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COMMUNICATION AND WRITING SKILLS | CWS-038

Communication Skills for Customer-Facing Teams

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Course content

Why Attend

Customers judge an organisation by every interaction they have with its people, whether in person, on the telephone, by chat or by email. Customer-facing staff need to listen, explain, reassure, resolve problems and sometimes say no, often under time pressure and with customers who are frustrated or upset.

This Communication Skills for Customer-Facing Teams training course develops the practical communication skills that create positive customer experiences. Participants learn how to build rapport quickly, use positive language, listen and question to understand needs, explain information clearly, manage expectations, handle complaints and difficult customers, and communicate consistently across channels.

Course Methodology

• The course relies heavily on role plays and practice scenarios based on real customer interactions. Participants practise in pairs and small groups, receive feedback on their language, tone and approach, and build personal toolkits of useful phrases and techniques.

Course Objectives

• Explain how communication shapes customer experience and loyalty

• Build rapport quickly in face-to-face and remote interactions

• Use positive and professional language consistently

• Listen and question to identify customer needs accurately

• Explain information, policies and processes clearly

• Manage expectations and deliver unwelcome news tactfully

Target Audience

• Customer service representatives

• Front desk and reception staff

• Contact centre agents and team leaders

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Course content

- Retail and hospitality staff

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Course outline

Detailed course outline

Day-by-day outline for Communication Skills for Customer-Facing Teams.

Day 1 - Communication and the Customer Experience

- 09:00-09:34 | How customers form impressions of an organisation
- 09:34-10:08 | Moments that matter in the customer journey
- 10:08-10:42 | The impact of tone, words and body language
- 10:42-11:00 | Understanding different customer expectations
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Understanding different customer expectations (continued)
- 11:46-12:20 | Representing the brand in every interaction
- 12:20-12:53 | Self-assessment of customer communication skills
- 12:53-14:00 | Exercise: analysing good and poor customer interactions

Day 2 - Building Rapport and Understanding Needs

- 09:00-09:30 | Making a strong and welcoming first impression
- 09:30-10:30 | Building rapport quickly with different personalities
- 10:30-11:00 | Active listening techniques for customer conversations
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Questioning to clarify needs and expectations
- 12:00-12:30 | Showing empathy without making promises
- 12:30-13:00 | Adapting communication to customer styles
- 13:00-14:00 | Role play: identifying customer needs

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Day 3 - Explaining Clearly and Managing Expectations

- 09:00-09:34 | Using positive language instead of negative phrases
- 09:34-10:08 | Explaining policies and processes in plain terms
- 10:08-10:42 | Setting realistic expectations about timing and outcomes
- 10:42-11:00 | Saying no while offering alternatives
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Saying no while offering alternatives (continued)
- 11:46-12:20 | Confirming understanding and next steps
- 12:20-12:53 | Avoiding jargon and internal terminology
- 12:53-14:00 | Practice: explaining a complex process simply

Day 4 - Handling Complaints and Difficult Customers

- 09:00-09:34 | Why customers complain and what they want
- 09:34-10:08 | Staying calm and professional under pressure
- 10:08-10:42 | A structured approach to resolving complaints
- 10:42-11:00 | De-escalating angry or aggressive customers
- 11:00-11:30 | Coffee break
- 11:30-11:46 | De-escalating angry or aggressive customers (continued)
- 11:46-12:20 | Setting boundaries with abusive behaviour
- 12:20-12:53 | Recovering service and rebuilding goodwill
- 12:53-14:00 | Role play: handling a difficult complaint

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Day 5 - Multi-Channel Communication and Resilience

- 09:00-09:34 | Telephone skills: voice, pace and call structure
- 09:34-10:08 | Writing clear and friendly emails and chat replies
- 10:08-10:42 | Consistency of service across channels
- 10:42-11:00 | Working as a team to support customers
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Working as a team to support customers (continued)
- 11:46-12:20 | Personal resilience and managing stress
- 12:20-13:27 | Final practice scenarios with feedback
- 13:27-14:00 | Personal action plan for customer communication

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Seminar dates

Available seminar dates

Live dates and pricing for Communication Skills for Customer-Facing Teams generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	London	Classroom	**€2,915**
21 - 25 December 2026	Barcelona	Classroom	**€2,275**
7 - 11 December 2026	Frankfurt	Classroom	**€2,175**
25 - 29 January 2027	London	Classroom	**€2,915**
4 - 8 January 2027	Barcelona	Classroom	**€2,275**
11 - 15 January 2027	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	Paris	Classroom	**€2,810**
1 - 5 February 2027	London	Classroom	**€2,915**
8 - 12 February 2027	Barcelona	Classroom	**€2,275**
15 - 19 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Live dates and pricing for Communication Skills for Customer-Facing Teams generated from the course details page.

Date	Location	Format	Fee
22 - 26 February 2027	Rome	Classroom	**€2,830**
8 - 12 March 2027	London	Classroom	**€2,915**
15 - 19 March 2027	Barcelona	Classroom	**€2,275**
22 - 26 March 2027	Frankfurt	Classroom	**€2,175**
1 - 5 March 2027	Vienna	Classroom	**€3,425**
19 - 23 April 2027	London	Classroom	**€2,915**
26 - 30 April 2027	Barcelona	Classroom	**€2,275**
5 - 9 April 2027	Frankfurt	Classroom	**€2,175**
12 - 16 April 2027	Amsterdam	Classroom	**€3,215**
24 - 28 May 2027	London	Classroom	**€2,915**

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Seminar dates

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Live dates and pricing for Communication Skills for Customer-Facing Teams generated from the course details page.

Date	Location	Format	Fee
3 - 7 May 2027	Barcelona	Classroom	**€2,275**
10 - 14 May 2027	Frankfurt	Classroom	**€2,175**
17 - 21 May 2027	Cape Town	Classroom	**€1,825**
14 - 18 June 2027	London	Classroom	**€2,915**
21 - 25 June 2027	Barcelona	Classroom	**€2,275**
7 - 11 June 2027	Frankfurt	Classroom	**€2,175**
12 - 16 July 2027	London	Classroom	**€2,915**
19 - 23 July 2027	Barcelona	Classroom	**€2,275**
26 - 30 July 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	Geneva	Classroom	**€3,315**

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Seminar dates

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Date	Location	Format	Fee
16 - 20 August 2027	London	Classroom	**€2,915**
23 - 27 August 2027	Barcelona	Classroom	**€2,275**
2 - 6 August 2027	Frankfurt	Classroom	**€2,175**
9 - 13 August 2027	Istanbul	Classroom	**€2,825**
13 - 17 September 2027	London	Classroom	**€2,915**
20 - 24 September 2027	Barcelona	Classroom	**€2,275**
6 - 10 September 2027	Frankfurt	Classroom	**€2,175**
4 - 8 October 2027	London	Classroom	**€2,915**
11 - 15 October 2027	Barcelona	Classroom	**€2,275**
18 - 22 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Date	Location	Format	Fee
25 - 29 October 2027	Madrid	Classroom	**€3,400**
8 - 12 November 2027	London	Classroom	**€2,915**
15 - 19 November 2027	Barcelona	Classroom	**€2,275**
22 - 26 November 2027	Frankfurt	Classroom	**€2,175**
1 - 5 November 2027	Munich	Classroom	**€2,425**
20 - 24 December 2027	London	Classroom	**€2,915**
27 - 31 December 2027	Barcelona	Classroom	**€2,275**
6 - 10 December 2027	Frankfurt	Classroom	**€2,175**
13 - 17 December 2027	Paris	Classroom	**€2,810**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**

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Live dates and pricing for Communication Skills for Customer-Facing Teams generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**

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8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**