

Global Learning for Operational Leaders

ADMINISTRATION AND SECRETARIAL | AS-026

Customer Service Excellence for Administrative Staff

Contact

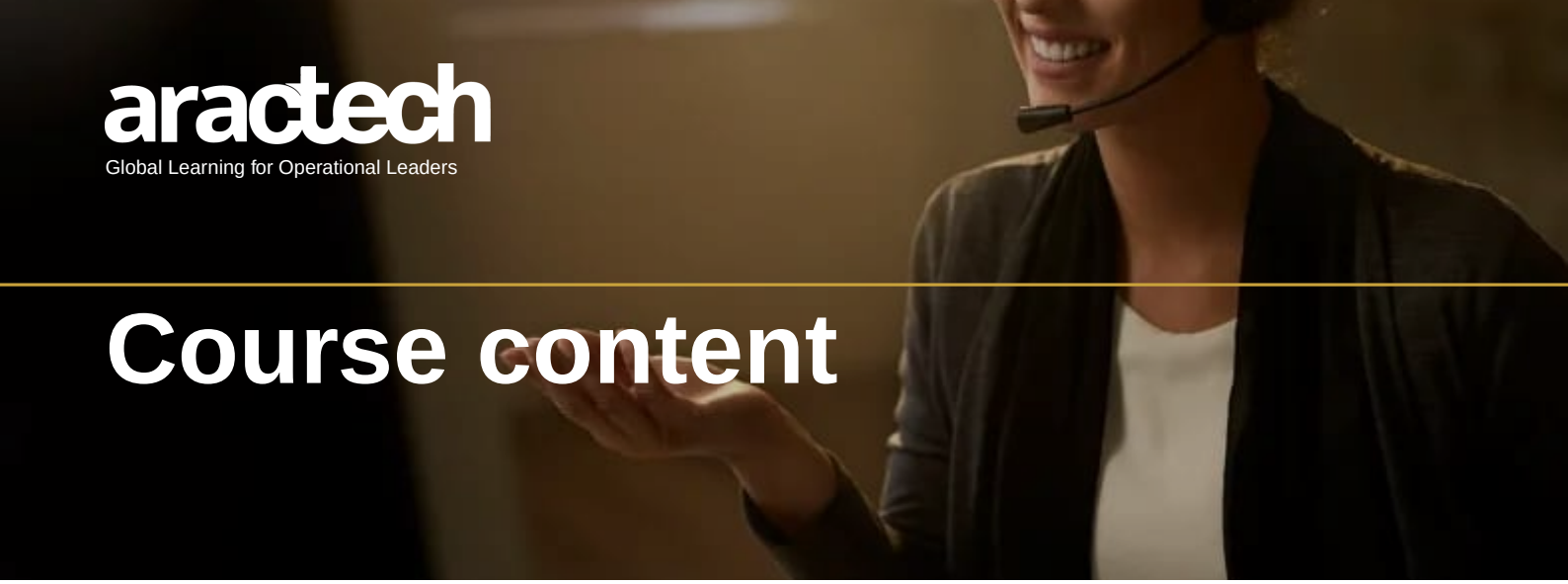
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Course content

Why Attend

Administrative staff are often the first point of contact for customers, visitors, suppliers and colleagues. The way they answer a call, reply to an email or handle a request shapes how people see the whole organisation.

This Customer Service Excellence for Administrative Staff training course develops the attitudes, communication skills and practical techniques needed to deliver consistently professional service. Participants learn how to understand customer expectations, communicate clearly in person, by phone and in writing, handle requests efficiently, manage difficult situations calmly and turn complaints into opportunities to build trust.

Course Methodology

• The course is highly interactive, using role-plays, call and email simulations, video examples, group discussions and service scenario exercises. Participants practise realistic situations from their own workplaces and receive constructive feedback from peers and the trainer.

Course Objectives

• Explain the impact of administrative service on customer and organisational reputation

• Identify the expectations of external and internal customers

• Communicate professionally in person, by telephone and in writing

• Handle requests and enquiries accurately, efficiently and with appropriate follow-up

• Manage difficult customers and emotional situations calmly

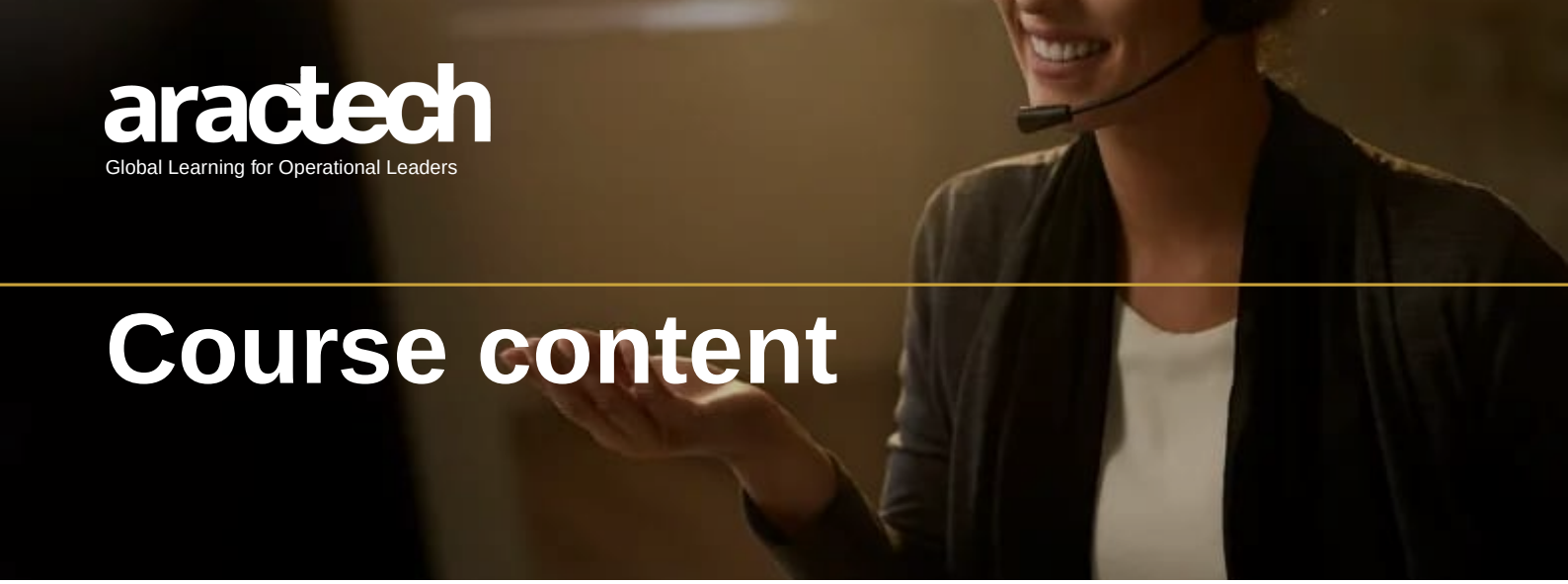
• Resolve complaints using a structured recovery approach

Target Audience

• Administrative assistants and officers

• Receptionists and front office staff

• Secretaries and personal assistants



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Course content

- Customer-facing support staff



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Course outline

Detailed course outline

Day-by-day outline for Customer Service Excellence for Administrative Staff.

Day 1 - The Service Mindset

- 09:00-09:39 | Why Service Matters: The link between administration and reputation
- 09:39-10:18 | External and Internal Customers: Understanding who you serve
- 10:18-10:57 | Customer Expectations: Reliability, responsiveness, courtesy and competence
- 10:57-11:00 | Moments of Truth: Small interactions that shape impressions
- 11:00-11:30 | Coffee break
- 11:30-12:06 | Moments of Truth: Small interactions that shape impressions (continued)
- 12:06-12:44 | Personal Service Attitude: Ownership and willingness to help
- 12:44-13:22 | Self-Assessment: Current service strengths and gaps
- 13:22-14:00 | Group Activity: Mapping key service touchpoints in participants' roles

Day 2 - Communicating Professionally

- 09:00-09:34 | Face-to-Face Service: Greeting, body language and active listening
- 09:34-10:08 | Telephone Excellence: Answering, transferring, holding and message taking
- 10:08-10:42 | Written Service: Clear, courteous and helpful emails
- 10:42-11:00 | Questioning Skills: Understanding the real request
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Questioning Skills: Understanding the real request (continued)
- 11:46-12:20 | Positive Language: Saying no without damaging relationships
- 12:20-12:53 | Cultural Awareness in Customer Interactions
- 12:53-14:00 | Practice Session: Telephone and email service simulations



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Day 3 - Handling Requests Efficiently

- 09:00-09:34 | Request Management: Logging, prioritising and tracking
- 09:34-10:08 | Setting Realistic Expectations: Timelines and commitments
- 10:08-10:42 | Following Up: Closing the loop with customers
- 10:42-11:00 | Working Across Departments: Coordinating responses
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Working Across Departments: Coordinating responses (continued)
- 11:46-12:20 | Using Templates and Knowledge Bases to Improve Consistency
- 12:20-12:53 | Data Accuracy and Confidentiality in Service Work
- 12:53-14:00 | Workshop: Designing a simple request tracking process

Day 4 - Difficult Situations and Complaints

- 09:00-09:34 | Understanding Customer Frustration: Causes and triggers
- 09:34-10:08 | Staying Calm Under Pressure: Emotional self-management techniques
- 10:08-10:42 | De-escalation Skills: Acknowledging, empathising and redirecting
- 10:42-11:00 | Complaint Recovery Process: Listen, apologise, solve and follow up
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Complaint Recovery Process: Listen, apologise, solve and follow up (continued)
- 11:46-12:20 | Handling Abusive Behaviour: Boundaries and escalation
- 12:20-12:53 | Learning from Complaints: Identifying root causes
- 12:53-14:00 | Role-Play: Managing an angry visitor and a written complaint



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Day 5 - Sustaining Service Excellence

• 09:00-09:39 | Service Standards: Defining and applying clear expectations

• 09:39-10:18 | Measuring Service: Feedback, response times and satisfaction indicators

• 10:18-10:57 | Teamwork in Service: Supporting colleagues during busy periods

• 10:57-11:00 | Personal Resilience: Managing stress and maintaining energy

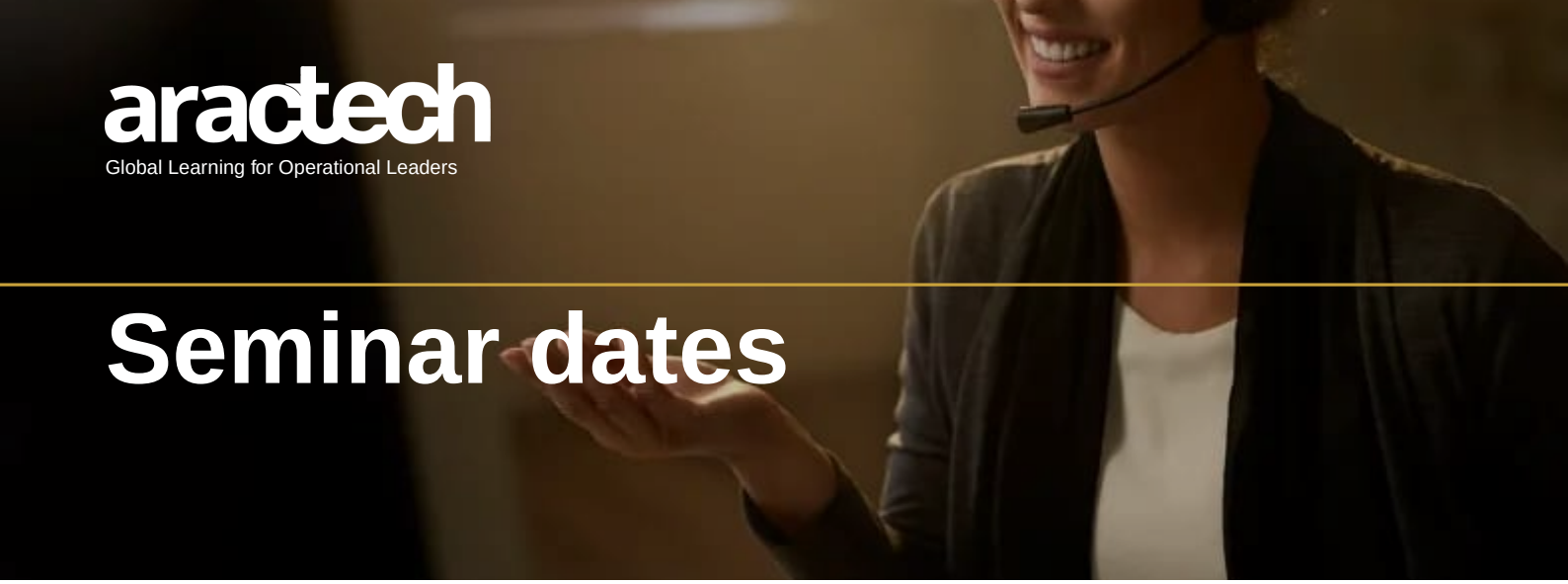
• 11:00-11:30 | Coffee break

• 11:30-12:06 | Personal Resilience: Managing stress and maintaining energy (continued)

• 12:06-12:44 | Continuous Improvement: Suggesting better ways of working

• 12:44-13:22 | Personal Service Charter: Commitments for the workplace

• 13:22-14:00 | Final Assessment: Service scenarios and peer feedback



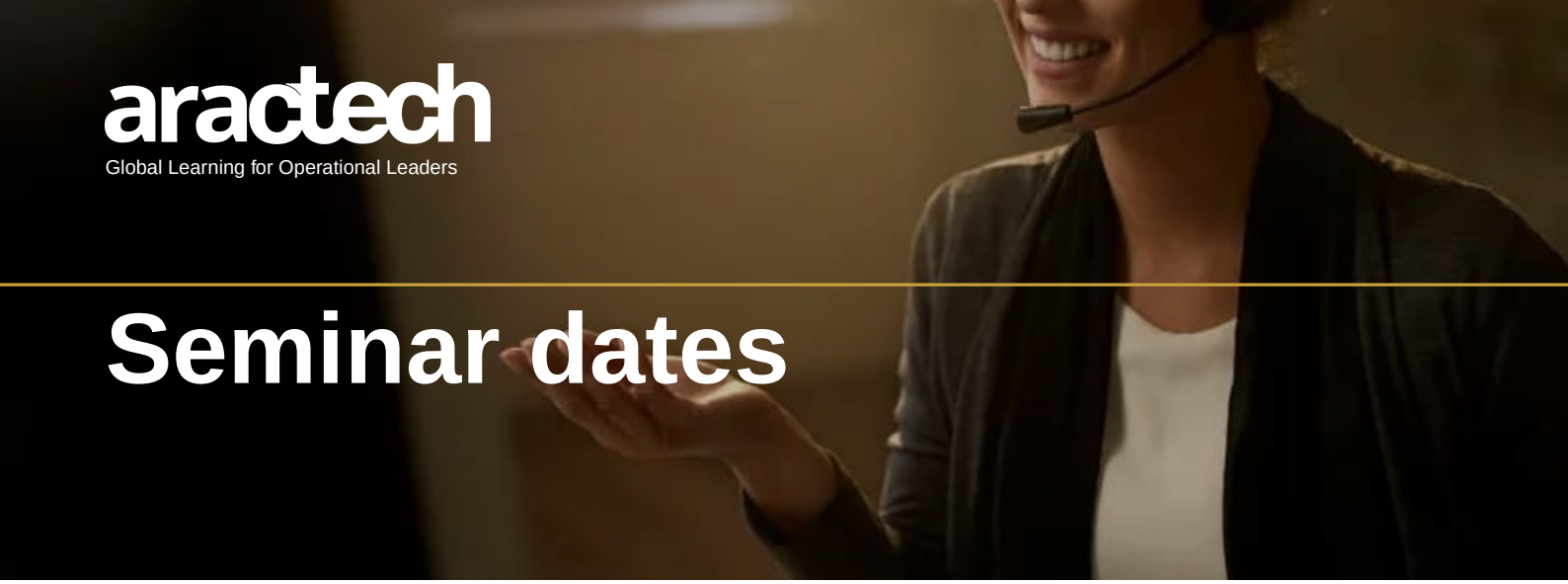
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Seminar dates

Available seminar dates

Live dates and pricing for Customer Service Excellence for Administrative Staff generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	London	Classroom	**€2,915**
7 - 11 December 2026	Barcelona	Classroom	**€2,275**
14 - 18 December 2026	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	London	Classroom	**€2,915**
25 - 29 January 2027	Barcelona	Classroom	**€2,275**
4 - 8 January 2027	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	Paris	Classroom	**€2,810**
22 - 26 February 2027	London	Classroom	**€2,915**
1 - 5 February 2027	Barcelona	Classroom	**€2,275**
8 - 12 February 2027	Frankfurt	Classroom	**€2,175**



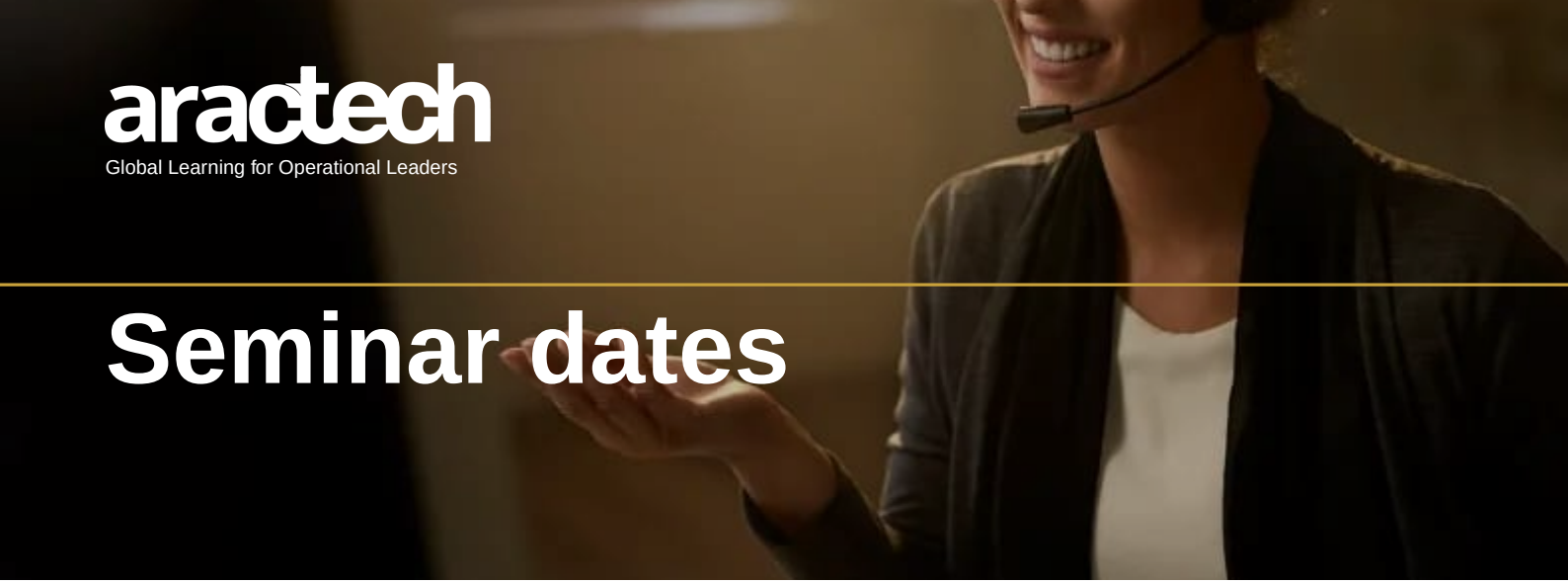
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Date	Location	Format	Fee
15 - 19 February 2027	Rome	Classroom	**€2,830**
1 - 5 March 2027	London	Classroom	**€2,915**
8 - 12 March 2027	Barcelona	Classroom	**€2,275**
15 - 19 March 2027	Frankfurt	Classroom	**€2,175**
22 - 26 March 2027	Vienna	Classroom	**€3,425**
12 - 16 April 2027	London	Classroom	**€2,915**
19 - 23 April 2027	Barcelona	Classroom	**€2,275**
26 - 30 April 2027	Frankfurt	Classroom	**€2,175**
5 - 9 April 2027	Amsterdam	Classroom	**€3,215**
17 - 21 May 2027	London	Classroom	**€2,915**



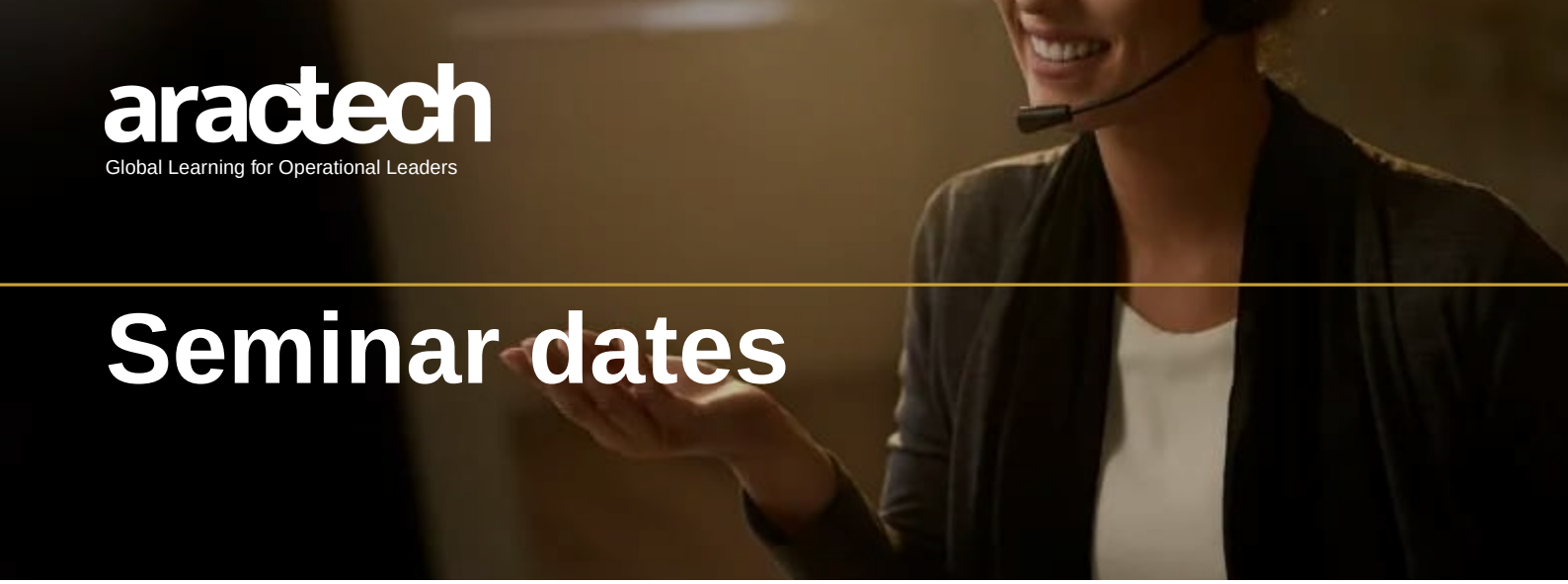
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Date	Location	Format	Fee
24 - 28 May 2027	Barcelona	Classroom	**€2,275**
3 - 7 May 2027	Frankfurt	Classroom	**€2,175**
10 - 14 May 2027	Cape Town	Classroom	**€1,825**
21 - 25 June 2027	London	Classroom	**€2,915**
7 - 11 June 2027	Barcelona	Classroom	**€2,275**
14 - 18 June 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	London	Classroom	**€2,915**
12 - 16 July 2027	Barcelona	Classroom	**€2,275**
19 - 23 July 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	Geneva	Classroom	**€3,315**



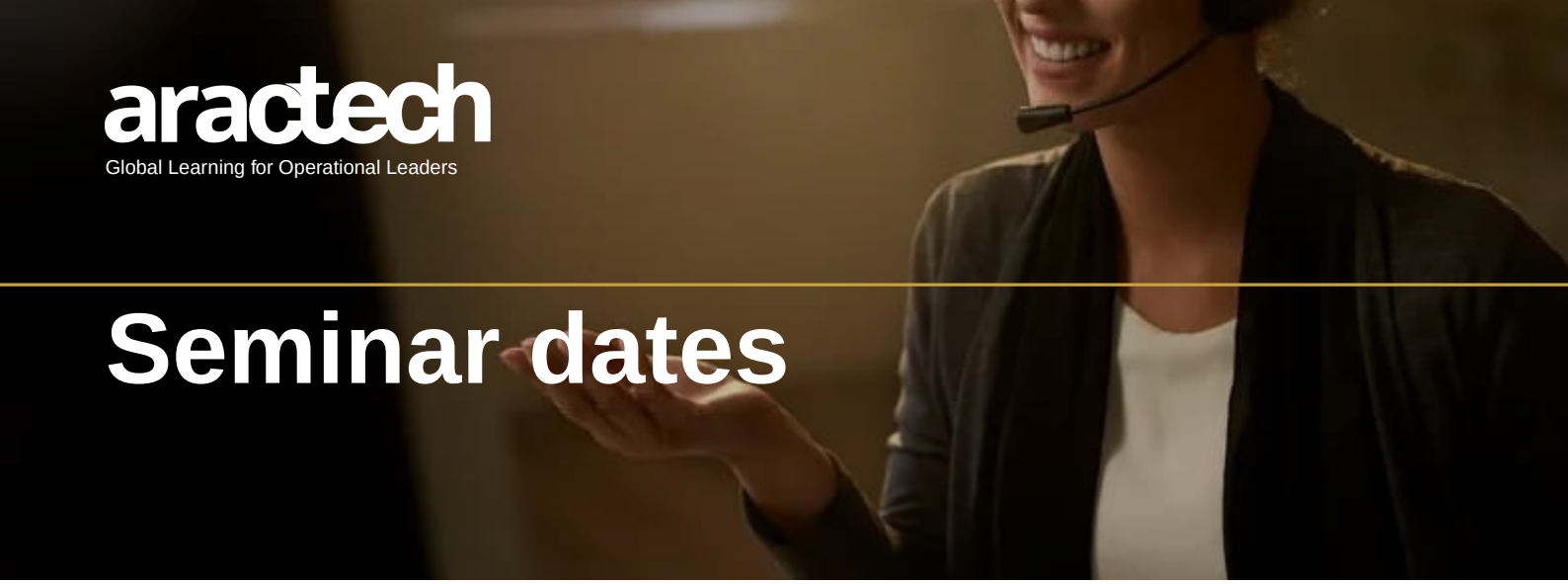
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Date	Location	Format	Fee
9 - 13 August 2027	London	Classroom	**€2,915**
16 - 20 August 2027	Barcelona	Classroom	**€2,275**
23 - 27 August 2027	Frankfurt	Classroom	**€2,175**
2 - 6 August 2027	Istanbul	Classroom	**€2,825**
20 - 24 September 2027	London	Classroom	**€2,915**
6 - 10 September 2027	Barcelona	Classroom	**€2,275**
13 - 17 September 2027	Frankfurt	Classroom	**€2,175**
25 - 29 October 2027	London	Classroom	**€2,915**
4 - 8 October 2027	Barcelona	Classroom	**€2,275**
11 - 15 October 2027	Frankfurt	Classroom	**€2,175**



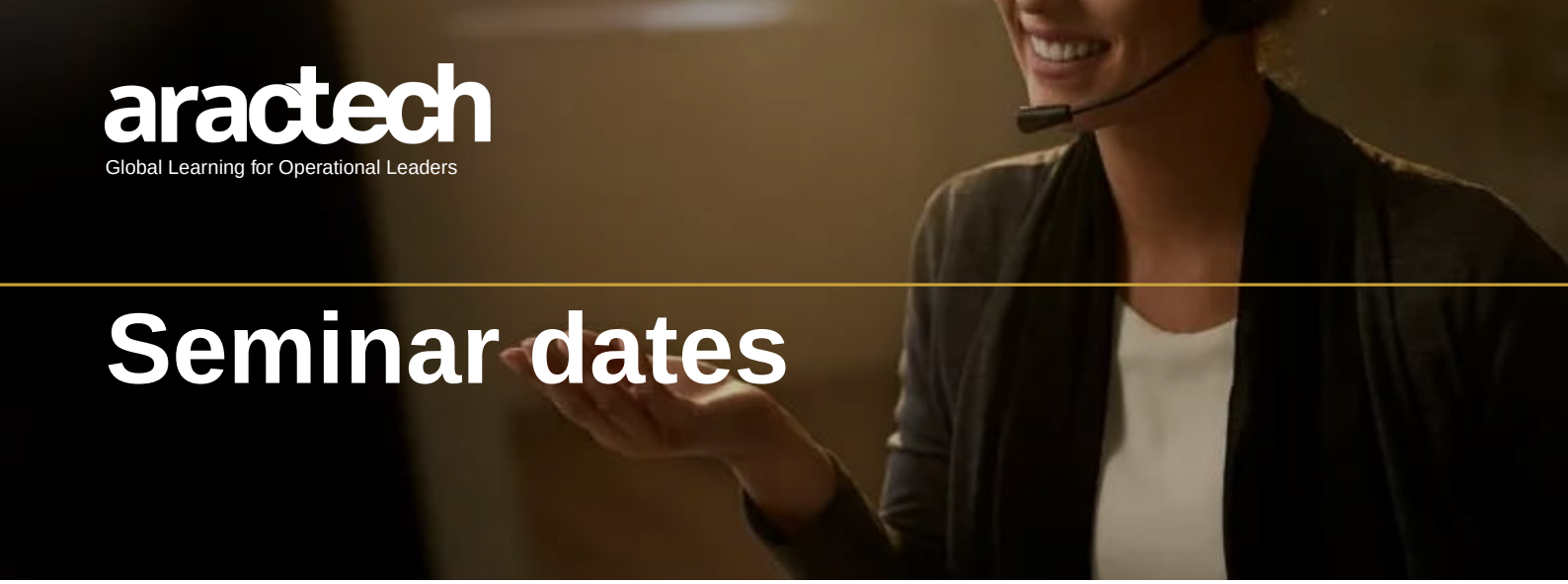
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Date	Location	Format	Fee
18 - 22 October 2027	Madrid	Classroom	**€3,400**
1 - 5 November 2027	London	Classroom	**€2,915**
8 - 12 November 2027	Barcelona	Classroom	**€2,275**
15 - 19 November 2027	Frankfurt	Classroom	**€2,175**
22 - 26 November 2027	Munich	Classroom	**€2,425**
13 - 17 December 2027	London	Classroom	**€2,915**
20 - 24 December 2027	Barcelona	Classroom	**€2,275**
27 - 31 December 2027	Frankfurt	Classroom	**€2,175**
6 - 10 December 2027	Paris	Classroom	**€2,810**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**



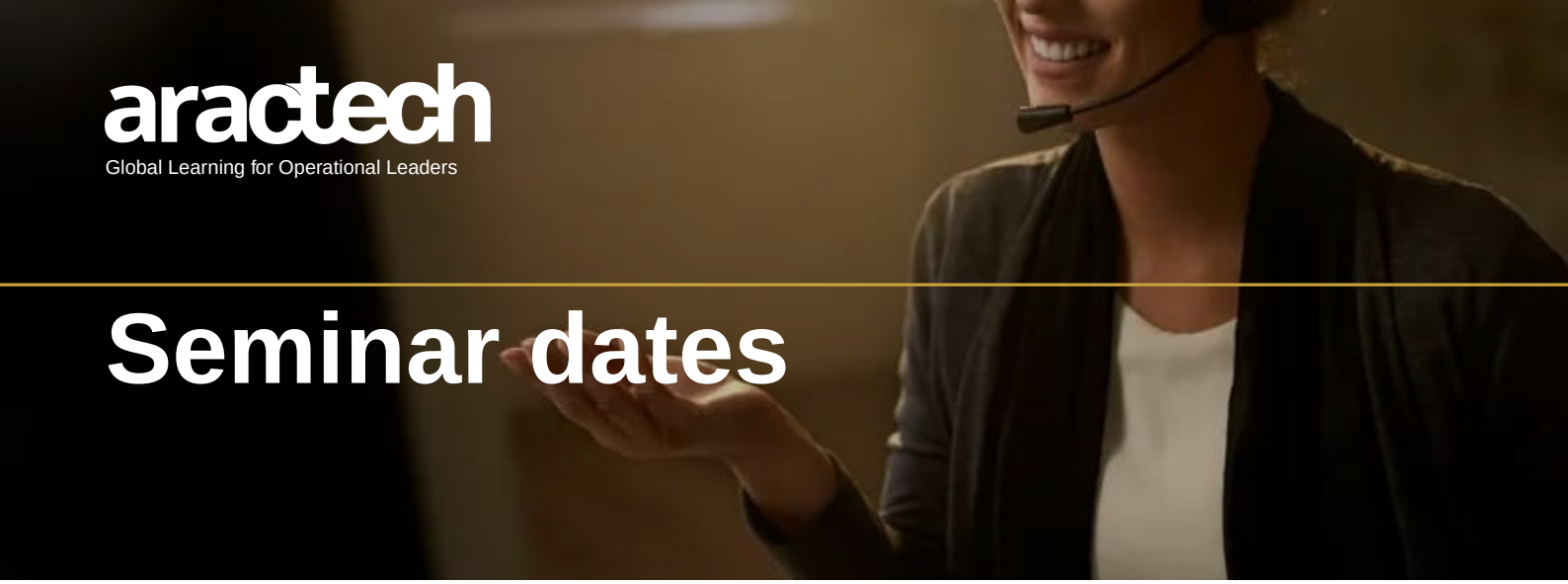
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Date	Location	Format	Fee
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 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**



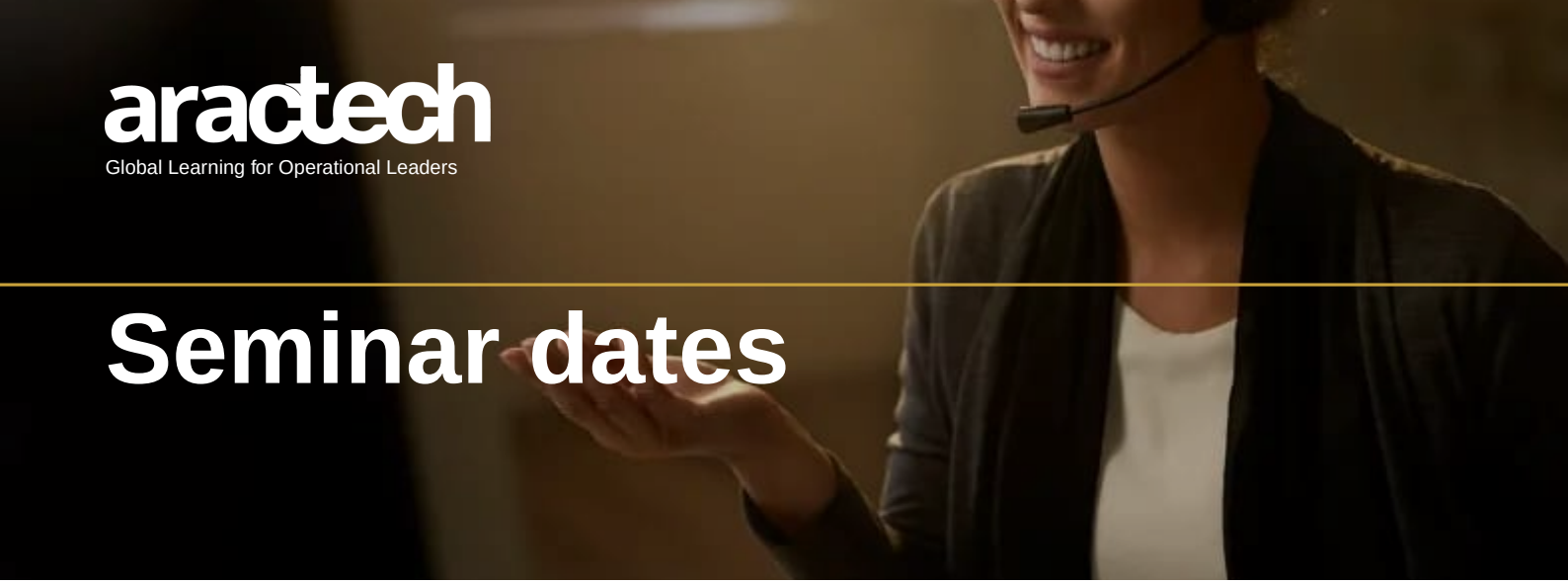
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Date	Location	Format	Fee
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 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**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**



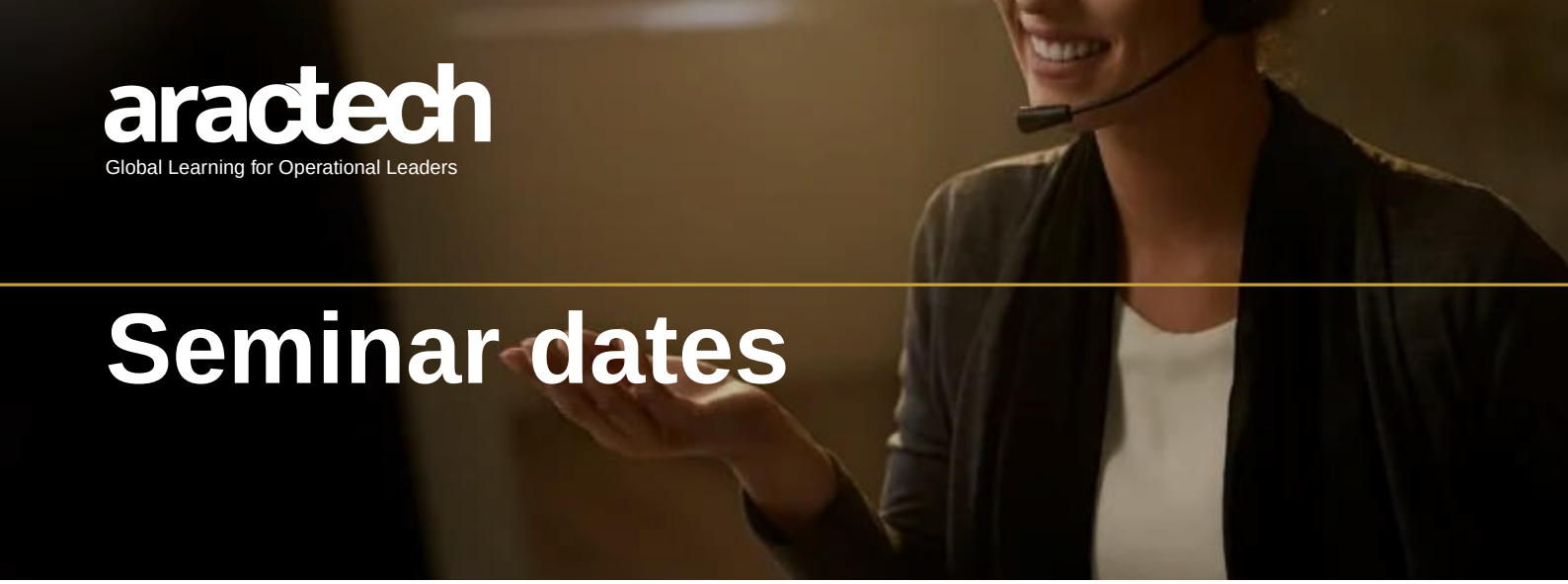
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Date	Location	Format	Fee
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 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**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**



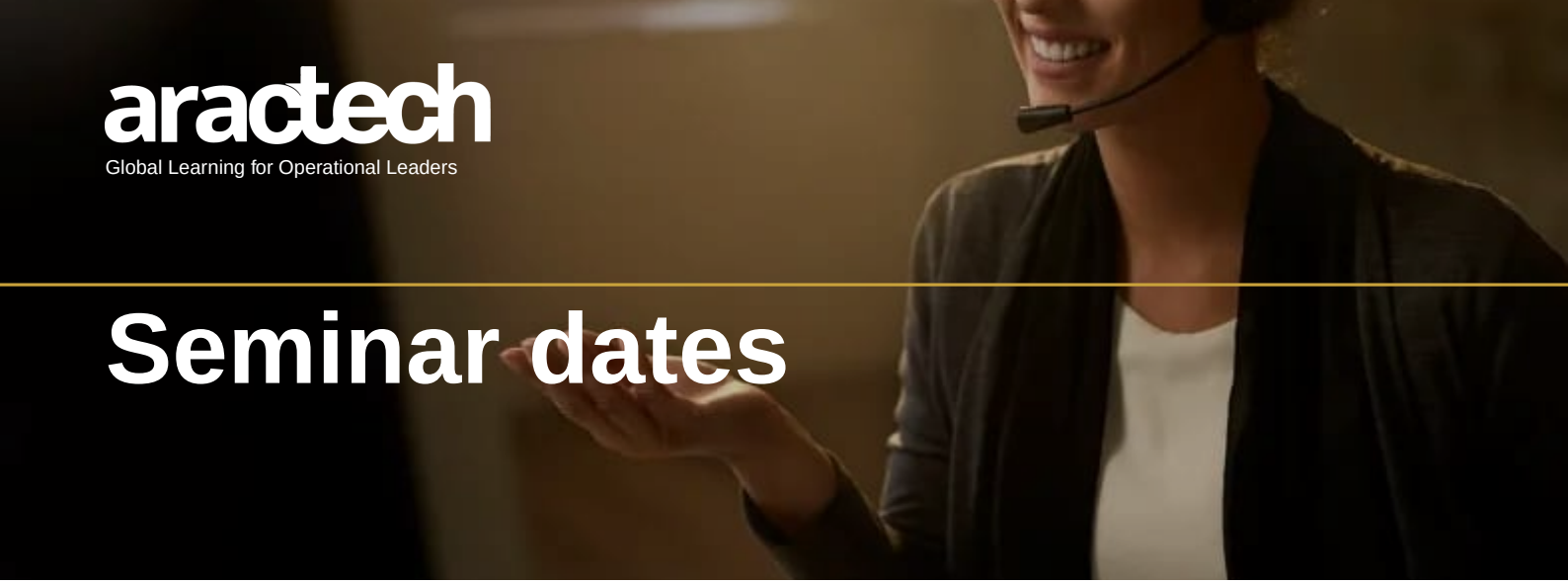
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16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 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**
13 - 17 December 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**