



TELEPHONE SKILLS & CUSTOMER SERVICE

for Internal & External Clients

Whether dealing with clients, colleagues, bosses or business associates, manners and etiquette in communication will promote harmony and cooperation. This course is suitable for everyone, including non-executives and clerical staff.

9 AM - 5 PM | 10 Feb 2026

ZENITH CORPORATE PARK, KELANA JAYA, SELANGOR

TELEPHONE SKILLS & CUSTOMER SERVICE

COURSE OUTLINE

Module 1: Fundamentals of Customer Service Excellence

- Difference between internal and external customers
- The service mindset and professional image
- Why telephone service impacts trust and satisfaction
- Key behaviours of effective service professionals
- Activity: Group discussion – Best and worst customer service experiences

Module 2: Mastering Professional Telephone Etiquette

- Answering techniques: tone, pace, clarity
- Standard opening & closing statements
- Using polite and respectful language
- Putting someone on hold the right way
- Transferring calls professionally
- Activity: Pair practice with scripted scenarios

Module 3: Communication Techniques for Clear & Confident Conversations

- Active listening skills
- Questioning techniques (open vs. closed)
- How to sound confident even under pressure
- Managing emotions through voice
- Matching caller energy without losing professionalism
- Activity: Listening drill – identify the caller's need in short audio clips.

Module 4: Handling Difficult Calls & Challenging Situations

- Staying calm with angry or impatient callers
- Techniques to de-escalate tension
- Handling complaints effectively
- Delivering bad news or unavailable solutions
- When and how to escalate calls

Module 5: Internal Customer Service & Cross-Department Collaboration

- Understanding internal customers' expectations
- How departments rely on each other
- Communication gaps and how they happen
- Speed, accuracy, and professionalism in internal interactions

Trainer's Profile

The Trainer, a Bachelor of Economics graduate from the University of Malaysia Sarawak, brings real-world customer service expertise drawn from her diverse career in financial services, recruitment, and corporate training. She started her career in CIMB Bank where she transitioned from a Learning & Development Programme Manager to a client-facing Financial Consultant, honing skills in understanding customer needs, rapport-building, and delivering exceptional service. Her knowledge in customer service is rooted in her real-life experience, having worked directly with clients, candidates, and professionals across multiple industries.

The Trainer was also in recruitment, where she had firsthand experience in identifying talent and emphasising the importance of clear, customer-centered communication across industries. This blend of experiences enriches her approach to delivering impactful training programs. Currently with Symphony Digest, she designs and delivers customer service, communication, and professional etiquette training programs, in addition to managing e-learning and training operations. An HRD Corp accredited trainer, she is skilled at creating impactful learning experiences across diverse industries.

Registration Details

PARTICIPANT DETAILS

Name:

Position:

Department:

Contact Number:

Email:

Name:

Position:

Department:

Contact Number:

Email:

ADMIN DETAILS

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

Payment Method:

☐ Direct Payment

☐ Claim HRD

- Notes:
- Cancellations made less than 14 days before the training date or non-attendance on the day of training are non-refundable. Substitution is allowed.
 - Once registration is confirmed, the client is fully liable for the course fee, regardless of whether payment is made directly or through the HRDC grant, and even if participants do not attend the training.
 - Clients who opt for direct payment must ensure full payment is made before the training date.
 - HRDC grant applications must be submitted and approved before the training day. The maximum claimable amount is RM1,750 per participant per day. Any shortfall between the approved grant and the course fee must be topped up by the client.
 - Should the number of confirmed participants be too low to ensure a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.