



Customer Service



Certification

Graduates receive DTA Short Course Certificate



Duration

2 days (16 hours)

Course Description

The Customer Service course is a two-day interactive training course designed to instill service excellence in all staff who interact with guests or support internal teams. It covers the core principles of professional service delivery, communication, problem-solving, and managing customer expectations in hospitality environments.

This course blends theoretical understanding with practical activities—equipping learners to handle guest complaints, communicate with confidence, anticipate customer needs, and promote products and services while creating memorable guest experiences.

Course Outcome

By the end of this course, participants will be able to:

- Define customer service and understand its importance in hospitality
- Differentiate between internal and external customers, and how to serve both with care
- Apply the five universal customer needs: service, price, quality, action, and appreciation
- Identify and overcome barriers to excellent customer service
- Demonstrate professional communication skills, including verbal, non-verbal, and written formats
- Read and respond appropriately to guest body language and tone
- Solve guest problems and complaints using structured problem-solving methods
- Manage challenging customers calmly and effectively using the LAST method
- Convey bad news or apologies in a professional, respectful manner
- Recognise and uphold standards of service excellence, including personal conduct and presentation
- Promote products and services confidently with accurate product knowledge
- Measure customer satisfaction using feedback tools, observation, and interaction

Topics Covered

- Introduction to Customer Service & The 5 Needs
- Internal vs External Customers
- The Cost of Losing a Customer
- Barriers to Service & How to Exceed Expectations
- Building Credibility & Service Trust
- Problem-Solving & Guest Complaint Resolution
- Communication Skills: Tone, Body Language & Listening
- Managing Difficult or Challenging Guests
- Professional Apologies & Accountability
- Product & Service Promotion Techniques
- Service Standards & Guest Satisfaction
- Greeting, Acknowledging & Farewelling Guests
- Handling Guest Feedback, Online Reviews & Comment Cards



The Delta Training Academy
EMPOWERING TOMORROW



**HUMAN
RESOURCE
DEVELOPMENT
COUNCIL
of BOTSWANA**