

Customer Service Excellence:

From Greetings to Service

28 & 29 Oct 2026 | RM2,000 / pax



HRD Corp Prog
No 10001723056

The Front Office and Customer Service team is the face of any organisation, serving as the first and last point of contact for every customer. From the initial inquiry to the final interaction, this team holds the power to shape every customer's journey, define your reputation, and directly influence loyalty and defines your brand's image. They set the stage for service excellence, from handling queries and reservations to resolving complaints, all while creating a lasting impression of your company's quality and commitment.

However, the role of modern customer service in an era where technology extends far beyond interpersonal skills. These professionals must skill-fully blend the digital tools available today to meet customers demand with the authentic human connection that builds loyalty. This programme is designed to equip customer-facing teams with the modern skills needed to lead with excellence, and ensure your organisation stands out for outstanding service.

Who should attend: *Receptionist, Front Office Personnels, Customer / Guest Services Assistants, Hostess, Guest Relations Officer, Patient Services, Medical Receptionist, Academic / Student Services, Showroom Receptionist, Customer Service Desk, Building / Facilities Support Clerks, etc.*

Learning Objectives - *By the end of this workshop, participants will be able to:*

- Understand the role of the customer-facing team in managing the full customer journey and enhancing operational efficiency.
- Gain proficiency in utilizing modern service technologies and platforms to streamline interactions and improve the customer experience.
- Develop advanced communication strategies to interact effectively with diverse customers, handle complaints gracefully, and personalize services.
- Confidently apply value-enhancement strategies to encourage customers to utilise additional services, thereby maximising value for the organisation.
- Anticipate customer needs, manage feedback effectively, and ensure personalised experiences that lead to repeat business and positive recommendations.

Topic 1 - Modern Front Office Dynamics

Topic 2 - Mastering Communication: Building Rapport & Resolving with Grace

Topic 3 - Driving Value: Strategies for Enhancement and Personalised Engagement

Topic 4 - Relationship Management and Building Loyalty

Topic 5 - Feedback & Reputation Management: Turning Insights into Action

Topic 6 - Guest Retention Strategies

Trainer Profile: Gurcharan Singh is a seasoned Hospitality professional with over 27 years of industry experience and seven years in academia, bringing a rare blend of practitioner insight and academic rigour. A HRDF-accredited trainer Accredited HRDF certified trainer (TTT/10867) and holder of an MBA in Tourism & Hospitality as well as the Cambridge International Diploma in Teaching & Training, he has built a distinguished career as an entrepreneur, educator, trade advocate, and former hotelier. Gurcharan is deeply committed to talent development from education to industry leadership, and takes pride in seeing his learners excel within the Hospitality and F&B industry.



Gurcharan | Hospitality, F&B
Educator and TNA Specialist



☒ Tick where applicable, or **click** the underlined course titles to view the full programme details.

- ☐ **Customer Service Excellence: From Greetings to Service** | 28 & 29 Oct | RM2,000/pax
- ☐ **Revenue Management for Restaurants, Catering & Events** | 3 & 4 Nov | RM2,500/pax
- ☐ **Mastering the Art of Mixology** | 3 & 4 Nov | RM2,000/pax
- ☐ **The Modern Art of F&B Up-selling** | 5 Nov 2026 | RM1,500/pax **(1-day)**
- ☐ **Finance for Non- Finance F&B Professionals** | 10 & 11 Nov | RM2,000/pax
- ☐ **Professional Event Management Masterclass** | 18 & 19 Nov | RM2,500/pax **(Online)**

REGISTRATION

Company / Individual Information

Company / Individual Name:	
Contact Person:	Email Address:
Designation:	Contact No:

Mode of Payment

- ☐ HRD Corp SBL-Khas ☐ Self-pay Individuals

Programme Fees

☐ Normal Rate - As shown above	No of pax:
☐ 20% Off Early-bird fee - Reg form received 14 days before the above intake dates.	No of pax:
☐ 30% Group rate - Min 3 pax / Self-pay	No of pax:

Fee Guide / Pax - Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00/pax
 Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00/pax
 Normal fee RM 1,500.00 | 20% off = RM1,200.00 | 30% off = RM1,050.00/pax

Total no of programme(s) _____ Total no of pax _____ Total amount RM _____

Registration includes certificate and notes for each pax; Refreshments and lunch for all days - Training venue will be notified via email to all confirmed participants 14 days before the above intake date - admin@professionals.asia

Participant Details

Name:	NRIC No:	Email:
Name:	NRIC No:	Email:
Name:	NRIC No:	Email:

Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.
 For self-pay individual, payment must be made 7 DAYS prior to the course commencement.
 All enrolment form received is considered a confirmation, and all payments made payable to:
 • **Professionals Asia Consultancy - MyCoID 202103127752**
 • **Maybank Account No: 562348583958**
 Should a participant is unable to attend, a replacement is allowed.
 Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.
 Please ensure that cancellation is emailed to admin@professionals.asia
 Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.
 For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

Signature: _____
 Name: _____
 Date: _____