



DELIGHT EVERY CUSTOMER

Uplifting Your
Customer Service

**GROW YOUR TALENT,
GROW YOUR ORGANISATION.**

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About this course

In a world where service defines brand loyalty, customers remember not just what we do, but how we make them feel. This highly practical and interactive 2-day program introduces the D.E.L.I.G.H.T.™ Framework — a universal customer service guide that empowers staff to deliver professional, empathetic, and memorable service every time. Blending mindset, skillset, and heartset, the program helps build service culture that is consistent, human-centered, and impactful.

Who Should Attend?

1. Customer-facing staff (frontliners, call center agents)
2. Admin & reception teams
3. Service leads & support staff
4. Anyone representing the organization's first impression

Learning Outcomes

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

1. Understand the foundations and value of great customer service
2. Demonstrate empathy, listening, and service communication techniques
3. Apply the D.E.L.I.G.H.T. method to real-life service scenarios
4. Handle complaints gracefully and close every interaction positively
5. Contribute to a culture of accountability and customer care



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RICHWORKS™
CORPORATE TRAINING

BUILDING THE FOUNDATIONS OF DELIGHTFUL CUSTOMER SERVICE



MODULE 1, 2

1. Deliver First Impressions that Stick

- What is customer service?
- Why first impressions matter A-B-C of Service Image (Appearance, Behaviour, Communication)
- Activity: "Greet Me Like a Pro"

2. Empathy & Active Listening

- Difference between empathy vs sympathy
- Listening barriers and verbal/non-verbal cues
- The L.E.A.P. Model (Listen, Empathize, Acknowledge, Provide Support)
- Activity: Empathy Mirror



MODULE 3, 4

3. Initiate Ownership & Solving Problems

- What is service ownership?
- From passive to proactive language
- Overcoming mindset barriers
- Activity: “Fix-It Fast” Challenge

4. Going the Extra Mile

- Emotional impact of WOW moments
- Low-cost, high-impact gestures
- Making the unexpected feel personal
- Activity: DELIGHT Jar



COMPLAINT HANDLING, SERVICE EXCELLENCE & DELIGHT INTEGRATION



MODULE 5, 6

5. Handling Complaints Gracefully

- Why customers complain (emotion triggers)
- Common service mistakes to avoid
- Tone, language & conflict de-escalation
- Activity: Phrase Reframing

6. Thank and Close Positively

- The power of “last impressions”
- Phrases for different channels (retail, phone, email)
- Language of appreciation
- Activity: “Sign Off Like a Pro”



MODULE 7

7. The DELIGHT Challenge & Integration

- Applying the full framework in action
- Team roleplay & peer observation
- Self-reflection & personal takeaway
- Activity: DELIGHT Roleplay



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SCAN QR CODE FOR DETAIL INFO



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