

Excellence in Customer Service

with Stefan Osthaus &
Christiane von Schönberg

Fundamentals of
Customer Centric
Communication



Certified Training Program

This course
qualifies to become
a Certified
Customer Service
Professional (CCSP)

1. Target Group

The Excellence in Customer Service program with Stefan Osthaus & Christiane von Schönberg is a high-caliber communication training with two of the industry's top trainers and coaches. The event is ideal for

- **Front-line employees** in hospitality, travel and tourism, retail, public sector, and other customer-facing roles
- **Contact Center employees**
- **Sales representatives** wanting to sharpen their communication skills

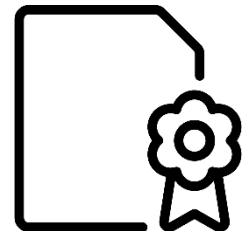


2. Concept & Certification

This is a 5-day Customer Institute Certified Training Program, tailored for frontline, customer-facing employees. Led by two expert trainers, this in-person course is designed for 10-15 (max. 20) participants and focuses on enhancing customer focus and communication skills.

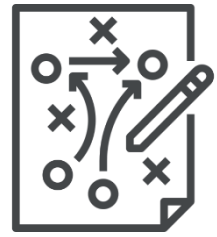
Participants will engage in practical exercises and presentations, culminating in an exam aligned with the German Chamber of Commerce and Customer Institute standards. This comprehensive training aims to equip participants with the skills to provide exceptional service and effectively handle challenging situations.

This course is certified by the Customer Institute and qualifies participants to become a Certified Customer Service Professional (CCSP) upon passing of the final examination at the end of the course. Certification fees are included in the training fee.



3. Agenda

During the Excellence in Customer Service training with Stefan Osthaus and Christiane von Schönberg, we will cover all main aspects of customer centric communication in front-line roles.



DAY 1

■ Introduction To Communication Skills

- Effectiveness of communication
- Parts of human communication
- The communication process
- Practice exercises
- Body language
- Rapport building with customers
- Empathy
- Self-Test: which kind of communication type am I?
- Decipher your customer's communication type
- Role-playing exercises

■ Summary and feedback about day 1

DAY 2

■ Deepening Communication Skills

- Communicating clearly under time pressure
- Avoiding misunderstandings with patients
- Structuring conversations for clarity and reassurance
- Translating complex information into simple language
- Active listening in emotionally charged situations
- Recognizing hidden concerns behind patient questions
- Adapting communication to different patient personalities
- Role-playing: explaining processes, delays, and next steps
- Practical exercises based on real-life patient interactions

■ Summary and feedback about day 2



DAY 3

■ Non-verbal Communication

- Understanding body language
- Analysis of body language and observations
- Using body language to enhance communication

- Interactive activities
- Facial expressions and eye contact
- Groupwork: how do different cultures interpret body language?
- Gestures and postures
- Dress code and appearance
- Communication style and behavior in modern business based on international Business Knigge (internationally renowned behavior guidebook)

■ **Summary and feedback about day 3**

DAY 4

■ **Handling Difficult Situations**

- Typical complaints in tourism
- Tools for dealing with complaints
- Turning complaints into opportunities
- Role-playing scenarios and feedback
- Conflict solving techniques
- Keeping cool under pressure
- Practice part
- Stress management
- Reflection on typical stressors in customer services roles
- Group discussion and exercises
- Time and self-management

■ **Summary and feedback about day 4**

DAY 5

■ **Advanced Communication Skills And Exam Preparation**

- How to lead the dialogue in pleasant and unpleasant situations
- Techniques for persuasive communication
- Techniques for engaging customers
- Creation of memorable moments for customers
- Creative group work to achieve memorable moments
- Review of key concepts during the five days
- Practice sessions
- Role-playing

■ **Summary and feedback about day 5**

■ **Exam preparation**

■ **Exam: 60-minutes written exam to assess the understanding and application of communication skills. Based on the standards of German Chamber of Commerce**

Material: digital workbook – included in the participation fee

5. Seminar Elements

This unique 5-day training program provides participants with a wide variety of opportunities to learn, practice, and perfect their skills across diverse learning formats.

- **Fundamentals and methods** • taught by two of the most experienced experts in the field of customer service
- **Self-assessments** • based on proven tests used by top companies around the world
- **Role-play** • providing first-hand opportunities to practice and perfect what has been learned
- **Practice sessions** • interactive elements exposing you to the most common challenges in customer contact and the perfect way to handle them
- **Final exam** • an optional element giving you the chance to complete this program with a prestigious certification

6. Customer Institute Certified

The Customer Institute is an independent not for profit organization. Experts, practitioners, authors, and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to their research and tool development.

This training program is certified by the Customer Institute as meeting or exceeding industry best practices in management education. Participants will receive a participation certificate reflecting this Customer Institute certification. Upon passing the final examination at the end of the course, participants can optionally (at no additional cost) earn certification as Certified Customer Service Professional (CCSP).

The CCSP certification is valid for three years and turns into a lifetime certification if renewed once within these three years.



7. Your Facilitators

Stefan Osthaus is one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees.

Stefan now helps leading organizations around the globe to combine their Customer and Employee Experience practices and treat them as two sides of the same coin. Stefan is the president of the Customer Institute, a global keynote speaker, and an insightful author.

Christiane von Schönberg is your expert for training, workshops, and individual coaching for men and women in communication, sales, leadership, and conflict management.

With 20 years of experience, von Schönberg's clients range from international software giants and financial service providers to startups and a franchise company for currywurst stands. This diverse client base has given her extensive cross-industry experience, allowing for long-term partnerships with her clients.

Christiane's communication training sessions are sought after by leading companies across various industries worldwide.



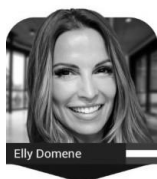
8. About the Customer Institute

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote, and certify best practices. We help let the Global CX Community thrive in their professional development, personal growth, and brand impact. Our Board of Directors is made up of leading global CX thought leaders.

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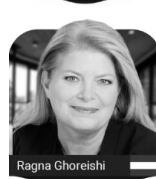
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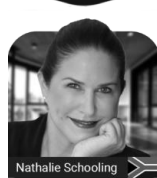
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Desiree Madison-Biggs



John Wong



Nathalie Schooling



Rekha Weerasooriya



Diane Magers



Ledi Lapaj



Nilakantasrinivasan J.



Rolu Adebola