

CUSTOMER EXPERIENCE AND SERVICE EXCELLENCE

Date: 4th September 2026

Venue: LOC Events Centre, Adabraka – Accra

Fee: GHS 2,000.00



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PROGRAMME OVERVIEW

Customer experience is a major driver of loyalty, trust, reputation, and business growth. Every interaction a customer has with an organisation shapes how they feel, how they respond, and whether they choose to return.

This one-day programme is designed to help participants deliver professional, consistent, and customer-focused service. It equips frontline and support staff with practical skills in communication, service mindset, complaint handling, emotional intelligence, and service recovery.

Participants will learn how to manage customer interactions confidently, respond to difficult situations professionally, and contribute to a stronger culture of service excellence.

WHY THIS COURSE MATTERS

- Every customer interaction shapes how people perceive the organisation and directly affects trust, loyalty, and reputation.
- Strong customer experience skills help employees respond professionally, handle complaints better, and create consistent service experiences.
- Service excellence strengthens customer satisfaction, improves internal teamwork, and supports long-term business growth.

KEY LEARNING MODULES

- Understanding Customer Experience and Service Excellence
- Professional Communication and Customer Engagement
- Emotional Intelligence, Complaint Handling and Difficult Customers
- Service Recovery, Ownership and Building a Customer-Focused Culture

LEARNING OBJECTIVES

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

- Understand the principles of customer experience, service excellence, customer expectations, and service standards.
- Communicate professionally and confidently with different customer types using empathy, active listening, and emotional control.
- Handle complaints, difficult customers, and service challenges with confidence and professionalism.
- Apply service recovery techniques, take ownership of customer issues, and contribute to a responsive customer-focused culture.

WHO SHOULD ATTEND?

Ideal for: Customer service officers, front desk officers, receptionists, call centre agents, sales and client relationship officers, administrative staff, operations staff, supervisors, team leads, and professionals who interact with internal or external customers.

PARTICIPANT BENEFITS

- Improved confidence in handling customer interactions professionally and consistently.
- Stronger communication, listening, empathy, and emotional control when engaging customers.
- Practical skills for managing complaints, difficult customers, and service recovery situations.
- Clearer understanding of personal responsibility in creating positive customer experiences and supporting a customer-focused culture.

BEST FIT FOR ORGANISATIONS THAT WANT TO

- Improve customer satisfaction and service consistency.
- Reduce customer complaints and service delivery breakdowns.
- Build a stronger customer-focused culture.
- Equip frontline staff to handle customers professionally.
- Improve internal service, teamwork, and responsiveness.
- Strengthen client-facing communication and relationship management.
- Protect and enhance organisational reputation through better service delivery.

RESOURCE PERSON



Mr. Stephen Boadi

Consultant

Mr. Stephen Naasei Boadi is a Management Training Consultant with over 18 years of experience in public relations, business development, marketing, communication, customer service, and organisational capability development. He has worked across Ghana, the UK, Nigeria, Kenya, The Gambia, and other markets with organisations such as Sony UK, VRA, SEPLAT, PZ Cussons Africa, Ghana Gas, Prudential Bank, ADB, Promasidor, and FBN Bank.

Since 2010, he has facilitated training for staff, middle managers, and senior leaders across several industries, with particular experience supporting organisations to strengthen customer experience strategy, service culture, communication, and client engagement. His expertise includes customer service excellence, effective communication, public relations, leadership, team building, change management, corporate etiquette, negotiation, and partnership selling.

Mr. Boadi brings a strong blend of practical business insight and training experience to this programme, making him well suited to equip participants with the mindset, communication skills, and service behaviours required to deliver consistent, professional, and customer-focused service.

WHY CHOOSE L'AINÉ ACADEMY?

-  Over 30 years of HR and organisational development expertise
-  Practical, results-driven training tailored to real workplace needs
-  Interactive learning through discussions, case studies, and practical tools
-  Programmes designed to improve performance, accountability, and workplace effectiveness
-  Trusted learning partner for public and private sector organisations

ORGANISATIONS WE HAVE WORKED WITH



Reserve your seat and equip yourself or your team with practical skills that can be applied immediately after the programme.

CONTACT US



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