



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

Dynamic Customer Service

TRAINING DETAILS

Duration : 2 Days

Training Hour : 9am to 5pm

Recommended Participants:

Frontliners, supervisors, managers, and hospitality professionals seeking to elevate guest service delivery and create memorable customer experiences



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
Taman Danau Saujana, 53300 Kuala Lumpur
jack@axonconsultancy.com | +6012 6159229



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Course Overview:

In today's competitive hospitality and service industry, delivering exceptional customer service is no longer optional—it is essential. This two-day programme equips hospitality professionals with the skills, mindset, and emotional intelligence to create memorable guest experiences that inspire loyalty and drive positive reviews. Through a dynamic mix of interactive lectures, role plays, group discussions, case studies, and practical activities, participants will learn to engage guests with professionalism, handle complaints with confidence, and personalize service to exceed expectations.



Course Objective

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

- Understand the essence and importance of dynamic customer service.
- Apply effective communication techniques to engage with guests.
- Develop emotional intelligence and empathy in service delivery.
- Handle complaints and difficult situations with professionalism.
- Build lasting guest relationships through personalized service.
- Create memorable guest experiences that drive loyalty and positive reviews.



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Course Outline:

Day 1: Foundations of Dynamic Service

Session 1: The Essence of Dynamic Customer Service

- Defining what makes service truly “dynamic”
- The role of service excellence in hospitality
- Service mindset vs. transactional service
- *Activity: Group discussion – “My best and worst customer service experience”*

Session 2: First Impressions & Guest Perception

- The power of greetings, tone, and body language
- Grooming, etiquette, and professional appearance
- Creating a warm and welcoming environment
- *Activity: Role-play – “First impression counts”*

Session 3: Communication Excellence

- Verbal and non-verbal communication skills
- Active listening and effective questioning
- Building rapport with different guest types
- *Activity: Paired listening & empathy exercise*

Session 4: Emotional Intelligence in Service

- Understanding guest emotions and expectations
- Responding with empathy and genuine care
- Managing personal emotions under stress
- *Activity: Case study – “Turning an angry guest into a loyal customer”*

Methodology :

- Interactive lectures
- Role plays
- Group discussions
- Case studies
- Practical activities



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Course Outline:

Day 2: Applied Customer Service Excellence

Session 5: Handling Complaints & Service Recovery

- Common types of guest complaints
- Steps to effective service recovery (LEARN/HEART models)
- Turning complaints into opportunities for loyalty
- *Activity: Role-play complaint handling scenarios*

Session 6: Personalizing the Guest Experience

- Anticipating guest needs and preferences
- Adding value through thoughtful gestures
- Creating “wow” moments in service delivery
- *Activity: Group brainstorming – “Design a memorable guest experience”*

Session 7: Teamwork & Internal Customer Service

- Importance of cross-department collaboration
- Internal service as the backbone of guest satisfaction
- Fostering a supportive, service-oriented culture
- *Activity: Team challenge – “Chain of Service”*

Session 8: Sustaining Service Excellence

- Establishing service standards and SOPs
- Embracing continuous improvement and feedback
- Personal action plan for service excellence
- *Activity: “Service Pledge” – sharing one commitment to improve guest service*

Methodology :

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Trainer Portfolio: Mr. Wan Mohd Fadzil

HRDC Accredited Trainer | Certified Hospitality Trainer (CHT, AHLEI0USA) | Hospitality Leadership & Service Excellence Consultant

Wan Mohd Fadzil is a seasoned hospitality professional and certified international trainer with over **40 years of transformative leadership** in the hotel and tourism industry. His illustrious career spans across prestigious hospitality brands such as **Pan Pacific, Sheraton, Parkroyal, Hilton Kuala Lumpur, Hyatt, The Kasturi, and Adya Hotel Langkawi.**

Recognized for his innovative approach to **service excellence, operational leadership, and talent development**, Wan Fadzil has consistently elevated hospitality standards and mentored countless professionals into successful careers. His blend of **academic insight, practical management experience, and training expertise** makes him one of Malaysia's most respected figures in the field of hospitality education and corporate training.

Throughout his extensive career, Wan Fadzil has been instrumental in **pre-opening projects, team leadership, guest service training, and service recovery enhancement**, setting benchmarks for operational excellence.



Training Expertise

- Hospitality Leadership & Management
- Guest Experience & Service Excellence
- Revenue Management & Strategic Pricing
- Team Development & Staff Engagement
- Pre-Opening & Operational Setup
- Training Program Design & Delivery



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