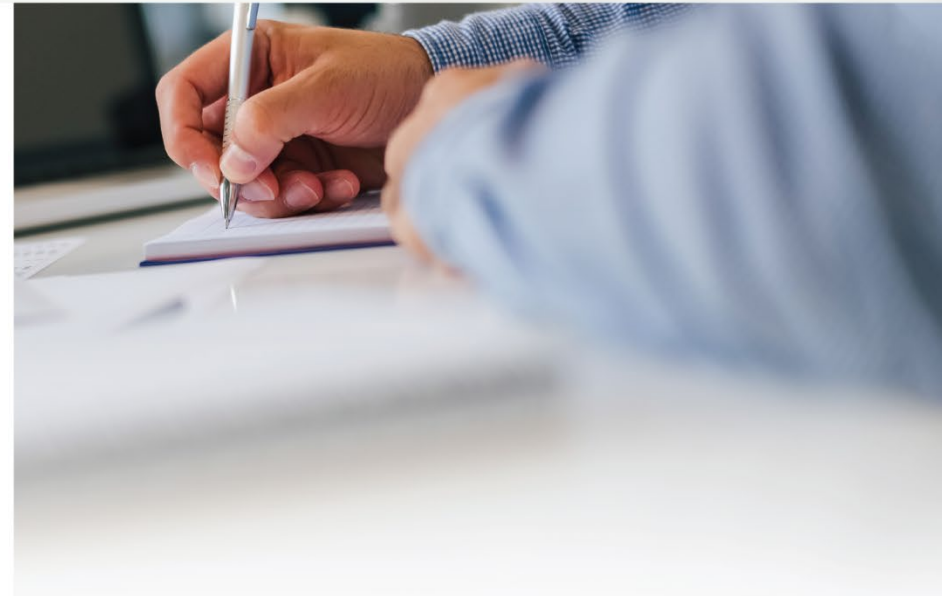




RAFFLES HOTEL SINGAPORE  
**MASTERCLASS**

BASIC CUSTOMER SERVICE



TIPS ON HOW TO CREATE PERSONALIZED EXPERIENCE AT DIFFERENT TOUCHPOINTS  
 SUGGESTED VERBIAGE ON HOW TO HANDLE DIFFICULT CUSTOMERS/GUESTS

This course is designed to cover the core principles from two distinct perspectives – service mindset essentials and the artistry of butler thinking. By blending these approaches, participants will gain a holistic understanding of basic customer service, infused with the sophistication and attentiveness synonymous with butler service.

#### COURSE OUTCOMES

1. Identify the importance of customer needs to foster positive customer interactions.
2. Apply basic techniques of service recovery to turn negative experiences into opportunities.
3. Engage customers with graciousness and thoughtfulness using techniques inspired by the qualities of a butler.
4. Create personalized customer experiences at various touchpoints throughout the customer journey, from arrival to departure and beyond.

#### WHO SHOULD ATTEND

Guest Relations/Service Representatives, Customer-facing Staff, Receptionists, Service Crews, Hotel Personal Assistants, Event Planners, Housekeepers, Concierge



Raffles Hotel Singapore  
 1 Beach Road, Singapore 189673

#### Training Provider

Raffles Hotel Singapore

#### Trainers

Katherine Chia  
 Jeremy Cheah

#### Course Fees

100% COMPLIMENTARY

**EMAIL US TO REGISTER NOW!**

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