

Customer Service Excellence for Global Teams

Overview

In today's global workplace, customer interactions rarely happen within just one culture. Whether supporting colleagues across borders or serving customers around the world, the ability to communicate with cultural awareness and confidence is no longer optional — it's essential. Misunderstandings, assumptions and differing expectations can easily undermine even the best intentions.

This training programme equips global teams with the mindset, skills and practical tools to communicate clearly, build trust and deliver outstanding service across cultures. Through interactive activities, real-world case studies and practical application, participants strengthen their cultural intelligence (CQ), emotional intelligence (EQ) and ability to handle challenging situations with empathy, professionalism and clarity.

Objectives

By the end of this course, participants will:

- Understand cultural awareness and its impact on global customer interactions
- Develop cultural intelligence (CQ) and emotional intelligence (EQ) for effective communication
- Apply best practices in customer service across diverse cultural contexts
- Handle challenging situations and complaints with empathy and professionalism
- Communicate clearly and inclusively using plain/global English
- Build trust and collaboration in cross-cultural teams.

Who should attend?

Customer representatives, front-line staff, account managers and anybody responsible for delivering high levels of customer service as part of a global team.

Format

This practical one-day workshop involves a mix of trainer input, interactive discussions, breakout activities, videos, role plays and case studies.

Expert trainer

Yasmin is a qualified and experienced customer service trainer who brings passion, energy and enthusiasm to her sessions. She has experience with global teams and enjoys encouraging and inspiring clients to put themselves in the shoes of others, to be empathetic, compassionate and self-aware; essential skills for delivering excellent customer service. Her work has covered a wide range of industries: including travel, transport, recruitment, pharmaceutical, education, retail and food, using skills such as troubleshooting, negotiation, resolving issues, service recovery, resilience, emotional intelligence, complaints/appeals management, account management, designing in-person and online training courses, facilitation and hosting webinars.

Yasmin's training is always very well received, as some of her testimonials demonstrate:

'Yasmin is passionate about customers and is a highly qualified and dedicated trainer, so I am not surprised that your colleagues left feeling motivated and empowered.'

'The training was engaging, interactive, and well-structured.'

'I highly recommend working with Yasmin if you want to help your teams understand each other better and improve their working relationships.'

'The training was outstanding, with Yasmin creating an inclusive environment that encouraged active participation and open dialogue.'

Any questions? Please just give us a call on 01582 463464 – we're here to help!

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Workshop outline

1. Introduction

- **Icebreaker:** Share cultural backgrounds and customer service experiences
- **Why This Matters:** The link between cultural awareness, communication, and customer satisfaction
- **Course Guidelines:** Psychological safety, inclusion, and engagement.

2. Understanding Culture and its impact

- **What is Culture?** Visible vs hidden layers (iceberg/onion metaphor)
- **Cultural Identity & Diversity Dimensions:** Wheel of Difference
- **Assumptions and Stereotypes:** How they affect customer interactions
- **Bias:** Awareness and strategies for conscious inclusion
- **Activity:** Reflect on personal values and cultural norms.

3. Cultural Intelligence (CQ) and Emotional Intelligence (EQ)

- **CQ Framework:** Drive, Knowledge, Strategy, Action
- **EQ Skills:** Empathy, self-awareness, regulation
- **Why CQ and EQ Matter in Customer Service:** Preventing misinterpretations and building trust
- **Activity:** Self-assessment and discussion on strengths and development areas.

4. Communication across cultures

- **Verbal and Non-Verbal Communication:** Tone, body language, silence, gestures
- **Plain and Global English:** Avoiding idioms, jargon, and colloquialisms
- **Direct vs Indirect Styles:** Adapting for clarity and respect
- **Push vs Pull Influencing Styles:** When to use each
- **Activity:** Rewrite/practise idiomatic phrases into plain English.

5. Customer Service Excellence

- **What is Excellent Service?** Key skills: empathy, active listening, problem-solving
- **Customer Expectations and Moments of Truth:** Managing and exceeding expectations
- **Customer Satisfaction & Loyalty:** NPS and trust-building
- **Activity:** OW vs WOW experiences. What makes service poor or exceptional?

6. Handling Challenges and Complaints

- **Dealing with Difficult Situations:** Emotional regulation and resilience
- **Service Recovery Steps:** Acknowledge, explore, act, follow-up
- **Role Play:** Practise complaint handling with cultural sensitivity
- **Activity:** Identify barriers to listening and strategies to overcome them.

7. Best Practices for Global Teams

- **Building Inclusive Communication:** Tips for virtual and face-to-face interactions
- **Cultural Dimensions Overview:** For example, power distance, time orientation, task vs relationship-based trust
- **Activity:** Case studies (e.g., Philippines-Mexico email miscommunication, American Factory).

8. Action Planning & Next steps

- **Personal Action Plan:** Skills/behaviours to start, stop, or improve
- **Key Takeaways and Resources:** Communicate to collaborate. List of useful resources.

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