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**Dear Valued Client,**

Greetings from Business Maker Academy, Inc.----a training center for business, finance, human resources & leadership that has served more than 150,000 clients since 2003 and is an accredited learning institution of the Civil Service Commission (CSC) & PHILGEPS.

You are cordially invited you to attend our training program on:

**CUSTOMER SERVICE EXCELLENCE**

Date: \_\_\_\_\_  
Time: \_\_\_\_\_

Attached below are the Registration Form & the Course Brochure. We look forward to a fun and rewarding learning experience with you. Feel free to contact us for any questions or clarifications.

Thank you very much,  
BMA Management

**REGISTRATION FORM**

Please submit via: Email to [info@businessmaker-academy.com](mailto:info@businessmaker-academy.com) | Viber: (0912) 2231826

Booking Officer Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Company: \_\_\_\_\_  
Company TIN: \_\_\_\_\_  
Industry: \_\_\_\_\_  
Tel No: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Total Number Attendee(s) for Enrollment: \_\_\_\_\_  
Note: Please indicate full name below:

Attendee 1: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 2: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 3: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 4: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Attendee 5: \_\_\_\_\_  
Cel No: \_\_\_\_\_  
Email Address: \_\_\_\_\_

*(More than 5 participants, pls attach extra sheet)*

Would you like to request for billing statement?  Yes  No  
How did you find us? \_\_\_\_\_  
Use Promo Code: \_\_\_\_\_

**ENROLLMENT DETAILS**

**SCHEDULE:**

- Pls visit <https://businessmaker-academy.com/training-schedule/>

**WEBINAR:**

- Duration: 1 session x 4 hrs.
- Time: AM Sched: 8:30am to 12:30pm  
PM Sched: 1:30 to 5:30 pm
- Venue: Zoom

**SEMINAR:**

- Duration: 1 day x 8 hrs
- Time: 9am to 5pm
- Venue: 1503A West Tower, Tektite Bldg, Exchange Rd., Ortigas Center, Pasig City Philippines

**TRAINING FEE:**

- Webinar Fee = Php 2250+VAT
- Seminar Fee = Php 4250+VAT

**MODE OF PAYMENT:**

- Bank Deposit:  
Account: Business Maker Academy, Inc.  
BPI SA# 4013-0306-64  
BDO SA# 000-280-622-422  
Landbank CA# 3732114830
- Paypal: pls contact us
- Dragonpay: pls contact us
- Gcash: pls use QR code below



**BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES**

**CUSTOMER SERVICE  
EXCELLENCE****WEBINAR + SEMINAR**  
[www.businessmaker-academy.com](http://www.businessmaker-academy.com)**CUSTOMER SERVICE  
EXCELLENCE****“How to Enhance Your Customers’  
Experience & Gain their Loyalty”****Seminar:** 1 day x 8 hrs. (total of 8 hrs)**Webinar:** 1 session x 4 hrs. (total of 4 hrs)**COURSE DESCRIPTION:**

The key to a successful business or organization is to satisfy your customers by providing excellent service continuously and consistently. This course prepares your team to give impressive and consistent service to your customers. It helps you establish rapport with clients, integrate a professional yet personal approach and find ways to satisfy and build long-lasting good customer relationships.

**WHO SHOULD ATTEND:**

Customer Service Representatives, Receptionists and Telephone Handlers, Front-liners, Marketing & Sales Practitioners, Sales Representatives, Store Clerks, Cashiers and all employees who deal directly with customers and want to keep them satisfied.

**PERFORMANCE OBJECTIVES:**

Upon completion of this workshop, participants should be able to adopt a service culture mindset by defining their own reasons for caring about customer service and assessing their current performance. Participants will gain insights on how to identify customer needs and wants by using customer service techniques that will enable them to communicate and manage customer expectations effectively.

**LEARNING OBJECTIVES:**

By the end of this course, the participants shall be able to:

- Adopt a service culture mindset at the workplace
- Assess service performance of self, department or organization
- Identify external & internal customer needs and wants
- Communicate & manage customer expectations

**COURSE TOPIC HIGHLIGHTS:**

1. Culture of Service
2. Our Mandate to Serve
3. Customer Service Culture & Values
4. Best Attitudes for Customer Service
5. Service Assessment
6. The Customer Experience
7. Essential Customer Experience: What Customers Want & Need
8. The Customer Approach
9. Why Should We Care
10. Winning the Moments of Truth
11. Handling Customer Concerns
12. Identifying Customer Needs & Actions Needed
13. Customer Service Techniques
14. Customer Communication Practice
15. The Customer Service Creed

**TRAINING INCLUSIONS:**

- Live Webinars are conducted via Zoom and includes eCertificate of Completion. Printed Certificates may be requested with minimal processing fee of Php100 plus shipping fee.
- Live Seminars are conducted at BMA Training Center and includes: Certificate of Completion, Seminar Kit, Meals and Drinks. Plus: non-transferable one-time refresher seminar session within one year.

**BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES**

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