



TRAINING CURRICULUM

CORPORATE HOSPITALITY & SERVICE EXCELLENCE

MINDSET • COMMUNICATION • EXPERIENCE • LEADERSHIP



13 MODULES

PRACTICAL ACTIVITIES • CAPSTONE CHALLENGE

Building a Culture of Hospitality

This training programme is designed to equip employees, supervisors, managers, and customer-facing professionals with the mindset, knowledge, and practical skills required to deliver exceptional service and create memorable customer and guest experiences.

The programme goes beyond teaching employees to simply be nice. It focuses on building a hospitality culture where employees understand how their attitude, communication, appearance, emotional intelligence, teamwork, and ability to solve problems directly influence customer satisfaction, loyalty, reputation, and business growth.

TARGET PARTICIPANTS

This programme is suitable for:

- Customer service teams
- Front desk and reception personnel
- Sales teams
- Restaurant and hospitality employees
- Retail staff
- Administrative and support teams
- Relationship managers
- Supervisors and managers
- Business owners and team leaders

13 Modules

MODULE 01

The Hospitality Mindset and Culture

LEARNING OBJECTIVES

Participants will understand:

- The meaning and principles of hospitality
- The difference between service and hospitality
- How mindset influences customer interactions
- The role of every employee in creating a hospitality culture
- How organisational culture affects customer experience

KEY TOPICS

- What is hospitality?
- Service versus hospitality
- The customer-first mindset
- Ownership and accountability
- Going beyond the job description
- Creating a culture of warmth, respect, and excellence

PRACTICAL ACTIVITY

The Hospitality Reflection — participants analyse memorable service experiences and identify what made them exceptional or disappointing.

MODULE 02

Customer Service Excellence

LEARNING OBJECTIVES

Participants will learn how to:

- Understand customer expectations
- Deliver consistent and professional service
- Build trust and rapport
- Create positive first and lasting impressions
- Move from basic service to service excellence

KEY TOPICS

- Understanding today's customer
- The principles of excellent service
- First impressions
- Anticipating customer needs
- Consistency in service delivery
- Attention to detail
- Going the extra mile

PRACTICAL ACTIVITY

Customer service scenarios and role-playing exercises.

MODULE 03

Professional Communication

LEARNING OBJECTIVES

Participants will develop the ability to:

- Communicate clearly and professionally
- Listen actively
- Use appropriate verbal and non-verbal communication
- Adapt communication to different customers
- Communicate confidently in challenging situations

KEY TOPICS

- The art of effective communication
- Verbal and non-verbal communication
- Active listening
- Tone, language, and body language
- Asking the right questions
- Communicating with clarity and empathy

PRACTICAL ACTIVITY

Listening exercises and communication role plays.

MODULE 04

Telephone, Email and Digital Etiquette

LEARNING OBJECTIVES

- Maintain professionalism across every communication channel.

KEY TOPICS

- Professional telephone etiquette
- Answering and transferring calls
- Placing customers on hold
- Taking accurate messages
- Professional email writing
- Response time and follow-up
- WhatsApp and instant messaging etiquette
- Social media and digital communication
- Managing tone in written communication

PRACTICAL ACTIVITY

Participants respond to poorly written emails, customer messages, and telephone scenarios.

MODULE 05

Creating Exceptional Guest Experiences

LEARNING OBJECTIVES

- Intentionally design positive experiences throughout the customer journey.

KEY TOPICS

- Understanding the customer journey
- Customer touchpoints
- Moments of truth
- Expectations versus experience
- Personalisation
- Attention to small details
- Identifying opportunities to delight customers

PRACTICAL ACTIVITY

Customer Journey Mapping — participants map the experience of a customer from first contact to post-service follow-up.

MODULE 06

Handling Difficult Customers and Complaints

LEARNING OBJECTIVES

- Remain calm, professional, and solution-focused when dealing with difficult situations.

KEY TOPICS

- Why customers become difficult

- Understanding customer emotions
- Remaining calm under pressure
- Listening without becoming defensive
- De-escalation techniques
- Managing unreasonable expectations
- Knowing when and how to escalate an issue

PRACTICAL ACTIVITY

Role-playing challenging customer situations.

MODULE 07

Service Recovery

LEARNING OBJECTIVES

- Recover effectively when service failures occur.

KEY TOPICS

- Understanding service failure
- The importance of responding quickly
- Taking ownership
- Apologising professionally
- Finding appropriate solutions
- Following up after resolution
- Turning complaints into opportunities for loyalty

PRACTICAL ACTIVITY

Participants work through real-life service failure case studies and develop recovery strategies.

MODULE 08

Emotional Intelligence in Service

LEARNING OBJECTIVES

- Develop greater awareness of their emotions, manage themselves, and respond appropriately to others.

KEY TOPICS

- Understanding emotional intelligence
- Self-awareness
- Self-management

- Empathy
- Social awareness
- Managing emotional triggers
- Remaining professional under pressure

PRACTICAL ACTIVITY

Emotional trigger identification and scenario-based discussions.

MODULE 09

Personal Grooming and Professional Appearance

LEARNING OBJECTIVES

- Understand the role of appearance in building trust, confidence, and professionalism.

KEY TOPICS

- Personal hygiene
- Grooming standards
- Professional dressing
- Body language and posture
- Maintaining a polished appearance
- Representing the organisation through personal presentation

PRACTICAL ACTIVITY

Professional image assessment and discussion.

MODULE 10

Teamwork and Workplace Relationships

LEARNING OBJECTIVES

- Understand how internal relationships influence customer experience.

KEY TOPICS

- The connection between employee experience and customer experience
- Internal customer service
- Respect and professionalism
- Collaboration
- Managing conflict
- Communication within teams
- Breaking down departmental silos

PRACTICAL ACTIVITY

Team-based problem-solving exercise.

MODULE 11

Sales and Upselling Through Service

LEARNING OBJECTIVES

- Increase business revenue without making customers feel pressured.

KEY TOPICS

- The relationship between service and sales
- Understanding customer needs before recommending
- Suggestive selling
- Upselling and cross-selling
- Identifying sales opportunities
- Communicating value
- Building trust before selling

PRACTICAL ACTIVITY

Upselling role-play scenarios based on participants' industry.

MODULE 12

Leadership in Hospitality

LEARNING OBJECTIVES

- Supervisors and managers will learn how to lead teams that consistently deliver excellent service.

KEY TOPICS

- The role of leaders in shaping service culture
- Leading by example
- Coaching employees
- Giving constructive feedback
- Setting service standards
- Monitoring performance
- Motivating service teams
- Building accountability

PRACTICAL ACTIVITY

Service leadership case studies and coaching exercises.

MODULE 13

Creating Memorable Customer Experiences

LEARNING OBJECTIVES

- Move beyond satisfactory service and create experiences that customers remember and talk about.

KEY TOPICS

- The psychology of memorable experiences
- Personalisation
- Surprise and delight
- Emotional connection
- Attention to detail
- Storytelling through service
- Creating signature service moments
- Encouraging customer loyalty and advocacy

PRACTICAL ACTIVITY

Experience Design Challenge — teams create a memorable customer experience for their organisation.

The Service Excellence Challenge

At the end of the programme, participants work in teams to analyse their organisation's current customer or guest experience. Each team will:

1. Identify key customer touchpoints.
2. Identify existing service gaps.
3. Recommend improvements.
4. Develop a service recovery approach.
5. Create at least one memorable customer experience initiative.
6. Present an action plan for implementation.

EXPECTED LEARNING OUTCOMES

At the end of the programme, participants should be able to:

- Demonstrate a hospitality and customer-focused mindset.
- Communicate professionally across physical, telephone, email, and digital channels.
- Deliver consistent and exceptional customer service.
- Handle complaints and difficult customers effectively.
- Recover professionally from service failures.
- Demonstrate emotional intelligence and empathy.
- Work more effectively with colleagues.
- Identify opportunities for sales and upselling.
- Contribute to a stronger hospitality and service culture.
- Create experiences that encourage customer satisfaction, loyalty, and referrals.