

PROFESSIONAL CUSTOMER SERVICE

DESIGN & FACILITATION OF GLOBAL CERTIFICATION PROGRAMME FOR
PROFESSIONAL CUSTOMER SERVICE TRAININGS

We bring your strategy to life

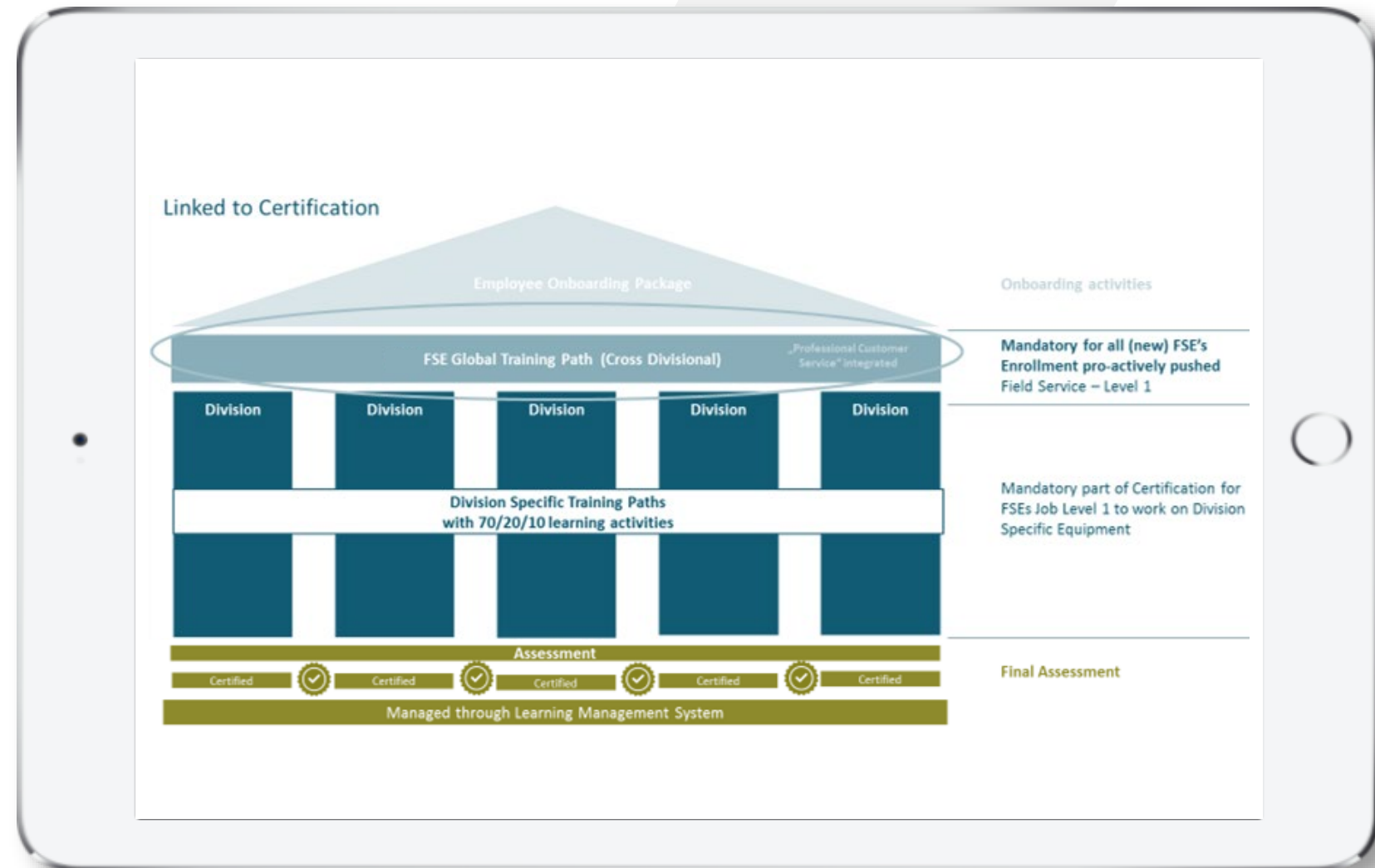
Summary

This globally rolled-out professional customer service training is one milestone of a comprehensive certification path, designed for a global company operating in the food, beverage and pharmaceutical processing industry in the engineering sector.

The training makes the field service engineers' interactions with customers more effective and focusses on what is important for excellent customer interactions.

It will help field service engineers to not only build on their existing customer communication skills but also to improve their (inter)personal skills.

It offers the perfect opportunity to learn from, collaborate and network with other colleagues from their region.



Key Facts

GOAL

The participants develop essential service quality, communication, and conflict resolution skills, while gaining the ability to handle critical client situations effectively to foster long-term client loyalty.



PROJECT DURATION

Pilot in 2022 in the Netherlands, global rollout ongoing



PROJECT DAYS

Approx. 100 to date



MTI CONSULTANTS

6 Senior Consultants worldwide



INDUSTRY

Engineering and manufacturing sector, focusing on process technology and industrial equipment. Solutions for the food, beverage, pharmaceutical, chemical, and dairy industries, among others.



TARGET GROUP

Field service engineers & back office



TOOLS & METHODS

Digital survey, trainer-led web sessions, F2F training, self-learning, podcasts to listen to whilst travelling, business cases



COUNTRIES

Australia, Brazil, China, Colombia, Germany, India, Malaysia, Netherlands, Spain, Thailand, UK, USA



SPECIAL FEATURES

This programme includes a digital survey, joint FSE and back office training, regional manager kick-off sessions, customer interviews, and a blended learning approach, with a test at the end to verify knowledge transfer and qualification.



Objectives & Approach

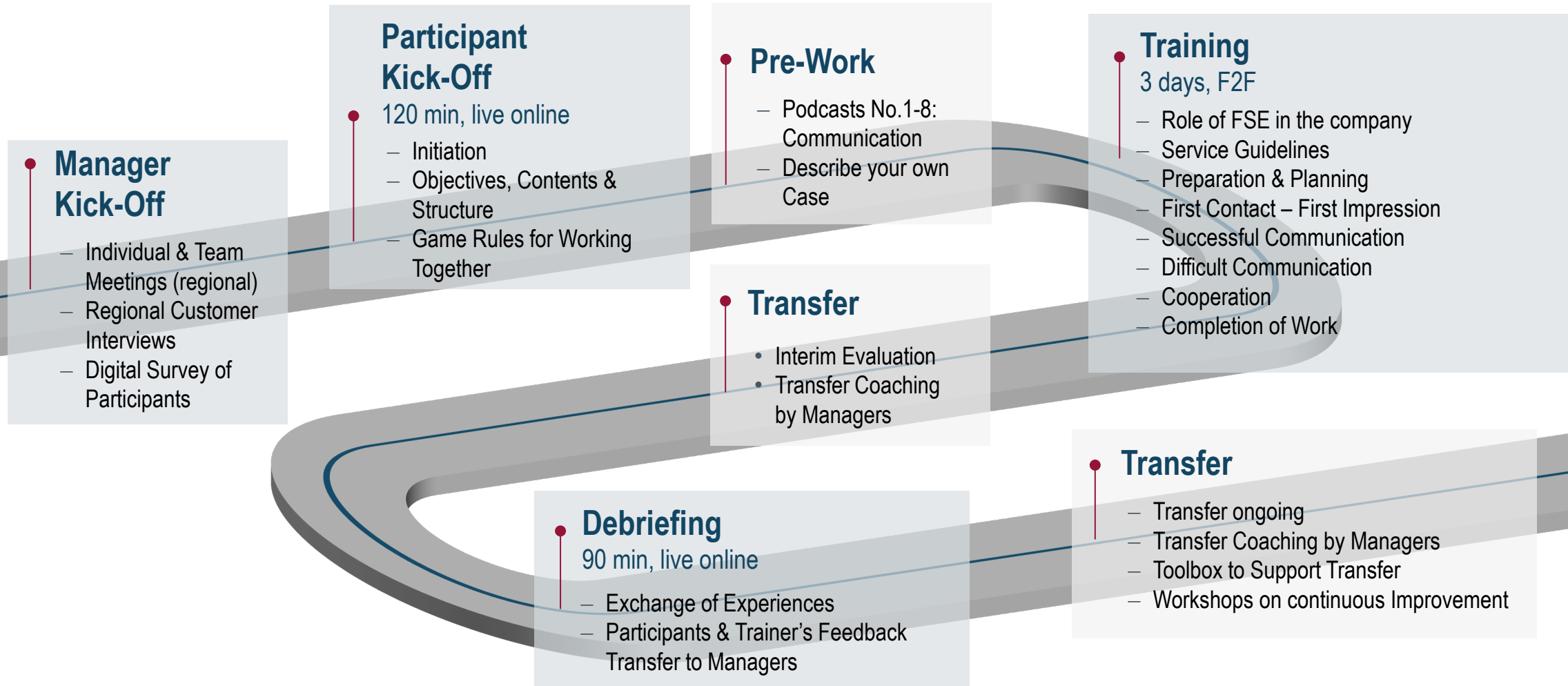
Participants:

- ✓ Familiarise themselves with service quality standards
- ✓ Understand the importance of high service quality for long-term client loyalty and follow-up business
- ✓ Recognise their role, responsibility, and significance in client interactions
- ✓ Develop communication skills, including: Active listening, systematic questioning, comprehensive information sharing, resolving tensions and conflicts appropriately
- ✓ Practice and develop a successful process for handling the most common critical client situations and apply these skills in practice

The participants' managers:

- ✓ Ask about their staff members' experiences during the training
- ✓ Conduct a transfer exercise with their staff after the face-to-face training
- ✓ Encourage the practical application of learned techniques through discussions
- ✓ Engage in conversations with their team to explore ways to maximise the benefits of the training

Professional Customer Service – Roadmap



Agenda

DAY 1

Introduction

Role of FSE in the company

Excellent Service Operation

- Phases in Customer Service
- Service Guidelines

Phase 1: Preparation & Planning

Phase 2: First Contact & First Impression

Phase 3: Successful Communication I

DAY 2

Phase 3: Successful Communication II

Phase 4: Difficult Communication I

- Standard Maintenance with issues
- Stress Management
- Internal Cooperation

DAY 3

Phase 4: Difficult Communication II

- Difficult Customer Situations
- Conflict Management

Phase 5: Completion of Work

- Lead Generation

Professional Customer Service – Global Rollout



Anne-Marie Boonen
Dutch & English



Lilian Tan
English



Björn Hammerling
German, Portuguese &
English



Telma Salviati
Portuguese & Spanish



Annie Tan
Mandarin & English



Leik Hong Leow
Mandarin, Bahasa Malaysia & English

For the Professional Customer Service trainings, our senior trainer team is currently delivering in 5 languages worldwide:

Dutch, English, German, Mandarin, Spanish
Courses in 3 further languages are planned:
Bahasa Indonesia, French & Italian



Training locations:

Australia, Brazil, Colombia, Germany, India, Malaysia, Netherlands, PR China, Spain, Thailand, UK, USA

Results After 3 Years of Professional Customer Service

- ✓ Approximately 360 service staff members trained worldwide
- ✓ 6 MTI trainers deployed globally
- ✓ Training materials translated into 6 languages
- ✓ Rollout in 11 countries with more countries and languages planned
- ✓ Average customer satisfaction index across all sessions

Customer Quote

“Professional Customer Service Training is a fundamental pillar of the onboarding process and certification for our Field Service Engineers Job Level 1 – cross-divisionally and globally standardized. It equips our employees with essential service and communication skills, enabling them to deliver excellent customer experiences. Through practical content and interactive learning formats, we lay the foundation for long-term customer relationships and a strong service culture. In close collaboration with our training partner MTI, we have successfully developed and implemented this program globally, ensuring a high-quality and consistent learning experience for our teams worldwide.”

+ Holistic further development



Participant Feedback

"The training was excellent - interactive, practical, and full of real-life examples that made learning engaging and effective."

"This course provided life-changing knowledge, equipping me with essential communication tools to handle customers with confidence and empathy."

"It is highly recommended for all areas of the company, as it not only improves professional skills but also enhances personal communication and problem-solving abilities."

Participant Feedback

"I have gained valuable tools for self-reflection and communication, helping me better understand customers and colleagues in any situation."

"This training provided practical techniques to improve communication, handle difficult conversations, and build lasting relationships with customers."

"The course was very informative and directly benefits both field service engineers and back office staff who regularly interact with customers."

Always there for you!

We appreciate your interest and are always available to answer your questions.



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