

Elevate every customer interaction to create lasting impressions that truly set your business apart



In an age of automation and online processes, exceptional customer service and a human touch are what can make your company authentically stand out from the rest. Consistently delivering thoughtful, effective service builds trust and encourages long-term loyalty. Whether in person, online, or over the phone, and no matter your field or industry, you will gain practical tools and strategies to create customer experiences that are impactful and memorable.

In this training, you will learn how to:

- Understand different types of customers and their unique needs
- Communicate clearly and professionally with customers
- Apply key customer service principles using the “PRIME” model
- Implement a conflict resolution framework to handle challenging situations with confidence

Virtual public sessions are offered periodically over Zoom in a single 2.5-hour session for HEC members and non-members.

For HEC members, private sessions can be delivered in one of two formats to meet your needs:

- One 2.5-hour session
- A series of three 45-minute sessions

For more information about the Core Principles of Customer Service course or to schedule a private session, please contact:

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