

Service Culture & Customer-Centric Leadership Program

"Transforming Service into Loyalty, Excellence, and Unforgettable Customer Experiences"

6th - 7th
July 2026

Johannesburg
- South Africa

Course
Facilitator:

**Ms. Cindy
Norcott**

Qualified Business Coach - International
Keynote Speaker



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Course Overview:

This course provides a comprehensive understanding of providing world class customer service by focusing on understanding the customer's needs and by creating meaningful moments two essential elements of ensuring business success (profit) and satisfied and delighted clients that return (which leads to higher staff morale and business sustainability)

Participants will learn how a "World Class Wow" approach to customer service works and they will explore a variety of strategies to understand what their customers want, and how to consistently deliver world class standards, practice these techniques, learn how to create an emotional connection and operate from a "Values driven" foundation. Participants will learn how to develop and maintain a sense of ownership over their work, as well as strategies to handle complaints and build empathy. They will learn how to problem-solve with confidence and autonomy and they will learn strategies to lead by example and create a culture of recognition and celebration. Through personal sharing, case studies and interactive exercises, attendees will develop skills to radically improve and elevate their customer service to world class standards with replicable and sustainable systems and strategies.

Key Learning Outcomes:

By the end of this training, participants will be able to:

- Identify their role and its importance in the bigger picture of the company
- Improve their self-awareness and understand their own strengths and weaknesses relating to the service they provide
- Conduct a customer satisfaction survey to ascertain how their customers feel and consequently improve the service they provide
- Understand what emotional connection is and how to create it, even under pressure
- Improve their empathy and resilience in tough times
- Understand the concept of ownership of their roles
- Enhance world class customer service strategies and introduce tools and techniques to ensure that they are equipped to deliver at a global level
- Implement motivational techniques, rewards, appreciation and celebration for themselves and their teams
- Develop a world class signature service style that is replicable and sustainable

Why You Should Attend?

- Understand the principles and impact of world class wow customer service
- Learn how to build and sustain impeccable service standards
- Gain tools to identify customer needs, understand customer frustrations and be able to provide solutions that delight customers
- Develop personal resilience and emotional connection
- Develop empathy and the ability to anticipate customer needs
- Learn how to create and perpetuate a customer first culture
- Create a personalized blueprint to deliver world class service consistently

Course Facilitator

Cindy Norcott



Qualified Business
Coach - International
Keynote Speaker

Cindy Norcott

has run her own successful recruitment agency in South Africa for the past 32 years. Cindy is also the founder and Chairperson of the well-known charity, The Robin Hood Foundation. Cindy is a qualified business coach and she is a motivational speaker who has delivered more than 2000 motivational talks in her career. Cindy also owned the KZN Business Training Centre for 2 years where she trained entrepreneurs.

Cindy has spoken throughout South Africa and in Zambia, Egypt and Tanzania. Cindy has won more than 20 awards for her business excellence and her contribution to society.

Expertise & Certifications

- Bachelor of Social Science
- Qualified Business Coach
- 34 years business experience

Past Clients & Industries Served:

Cindy has worked with top organizations across South Africa and Africa and has worked in a wide variety of industries including manufacturing, retail, logistics, education, property and hospitality.

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Day 1

Day 2

Foundations of World Class Customer Service - Creating the Experience

Session 1: The Why of Customer Service

- Customer service as a competitive advantage
- The link between service, loyalty, and profitability
- Happiness as a business strategy
- Case studies from Disney and Zappos and others

Outcome: Delegates understand that customer service is everyone's job.

Session 2: Seeing Through the Customer's Eyes

- Understanding the customer journey
- Moments of truth
- Emotional drivers of customer behaviour
- Expectations vs experiences

Activity: Map your own customer journey

Session 3: Culture Before Scripts

- Values-driven service
- Empowerment vs rules
- Trusting staff to do the right thing
- Internal service equals external service

Activity: Define "what great looks like" in your organisation

Session 4: Creating Emotional Connection

- Making customers feel seen, heard, and valued
- Personalisation over process
- Turning ordinary interactions into magic moments

Reflection: "How do we want customers to feel after interacting with us?"

Delivering Happiness in Action

Session 1: Hiring, Attitude, and Ownership

- Skills can be trained, attitude cannot
- Ownership mentality
- Taking responsibility instead of passing the buck

Session 2: Handling Complaints with Confidence

- Complaints as opportunities
- Responding with empathy, speed, and care
- The power of recovery

Role Play: Turning angry customers into loyal fans

Session 3: Empowerment, Problem Solving & Innovation

- Encouraging initiative
- Solving problems in the moment
- Creating freedom within boundaries

Session 4: Sustaining a Service Culture

- Leading by example
- Recognition and celebration
- Measuring what matters
- Small daily actions that create big impact

Programme Schedule

08:30 am – 09:00 am	Registration & Coffee Break
09:00 am – 11:00 am	Course
11:00 am – 11:30 am	Networking & Coffee Break
11:30 am – 01:00 pm	Course
01:00 pm – 02:00 pm	Networking & Luncheon
02:00 pm – 03:00 pm	Course
03:00 pm – 03:30 pm	Networking Break
03:30 pm – 05:00 pm	Course

Who Should Attend?

- Customer Service staff
- Call centre staff
- Retail staff
- Hospitality staff
- Sales staff
- Managers of customer facing staff
- Anyone who deals with customers in their day to day role and who needs to learn new skills and strategies to delight their customers

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Registration Form

Please fill & sign below form & send us on
training@corsol.net

Delegate 1
Name : _____
Job title: _____
Email: _____
Mobile: _____

Delegate 2
Name : _____
Job title: _____
Email: _____
Mobile: _____

Delegate 3
Name : _____
Job title: _____
Email: _____
Mobile: _____

Delegate 4
Name : _____
Job title: _____
Email: _____
Mobile: _____

Delegate 5
Name : _____
Job title: _____
Email: _____
Mobile: _____

Note: In case of 6 or more nominations make a duplicate of this form & fill in the details.

ORGANIZATION DETAILS:

Company : _____
Address: (to be used on invoice):

Telephone: _____
Country: _____

AUTHORIZED BY:

Signature: _____
Name: _____
Job Title: _____
Email: _____
Date: _____

PAYMENT DETAILS:

[Credit Card Holder's Details - To send Payment Link](#)
First Name: _____
Last Name: _____
Email: _____
Country: _____

Event Code: **CS-CSSQE-010**

Course Fee

- Book 1 delegate Pay USD 2,795/delegate
- Book 2 or 4 delegates Pay USD 2,595/delegate
- Book 5 or more Pay USD 2,395/delegate

(All pricing excludes all taxes)

Payment Mode:

- Payments will be made by **Credit Card** or by **Bank transfer**, an Invoice will be sent soon after we receive the signed & filled registration form.
- Payment is required within **5 working days** after the receipt of the invoice.
- Payment must be received in full prior to the Course Origination.

Terms & Conditions:

- 1) Fee Includes (For Face 2 Face Training): the course fee covers all course material, lunch & refreshments. Please note that hotel accommodation is not included in the course fee.
- 2) Fee Includes (For Virtual Training): the course fee covers the live course session & the course material soft copies along with Certificates of Attendance.
- 3) Payment terms: Payments are required within 5 working days from the date of receipt of an invoice; all payments should be transferred by Credit Card/bank transfer to the Corsol International account. A receipt will be issued as payment is received.
- 4) Cancellation /Substitution Policy: Cancellation is only acceptable if submitted to us by email & will be subject to charges, cancellation received 60 days prior to the event 25% of the training fee will be charged, 30 Days prior to the event 50% of the training fee will be charged, 15 days prior to the event 75% of the training fee will be charged, 7 days prior to the event 100 % of the training fee will be charged. Substitution is the best option to avoid cancellation, as the cancellation is required in writing via email likewise Substitution is also required by email with complete details of the substituted delegates (Name, Position, Email & Mobile).
- 5) In the case of No Show, clients cannot claim any refund, & are not entitled to claim the Credit Voucher.
- 6) Cancellation by a paid client; does not subject to any cancellation charges, Corsol International will either accept the substitution or will provide a Credit Voucher of the Invoice amount which can be utilized in any of our future training, with validity up to 6 months.
- 7) Every possible effort is made to incorporate the event as it campaigns, however, due to any unforeseen circumstances Corsol International reserves the right to change the venue, location, and trainer. Also due to unforeseen circumstances, the event may be canceled or postponed, in this case, the paid delegate(s) Corsol International will process & refund the full amount, less the bank/service charges up to 5 % or less.
- 8) While all topics shown in this brochure will be covered in the course, the facilitator/instructor reserves the right to restructure and delivers them in a different order or sequence.
- 6) The client is considered aware of all the above terms and conditions, as they sign on this registration form & Corsol International will not be responsible for any expectation or monetary loss as indicated above.