

# Front Office Mastery

## Redefining Customer experience



The Front Office and Customer Service team is the face of any organisation, serving as the first and last point of contact for every customer. From the initial inquiry to the final interaction, this team hold the power to shape every customer's journey, define your reputation, and directly influence loyalty and defines your brand's image. They set the stage for service excellence, from handling queries and reservations to resolving complaints, all while creating a lasting impression of your company's quality and commitment.

However, the role of modern customer service in an era where technology extends far beyond interpersonal skills. These professionals must skill-fully blend the digital tools available today to meet customers demand with the authentic human connection that builds loyalty. This programme is designed to equip customer-facing teams with the modern skills needed to lead with excellence, and ensure your organisation stands out for outstanding service.

**Who should attend:** *Receptionist, Front Office Personnels, Customer / Guest Services Assistants, Hostess, Guest Relations Officer, Patient Services, Medical Receptionist, Academic / Student Services, Showroom Receptionist, Customer Service Desk, Building / Facilities Support Clerks, etc.*

**Learning Objectives** - *By the end of this workshop, participants will be able to:*

- Understand the role of the customer-facing team in managing the full customer journey and enhancing operational efficiency.
- Gain proficiency in utilizing modern service technologies and platforms to streamline interactions and improve the customer experience.
- Develop advanced communication strategies to interact effectively with diverse customers, handle complaints gracefully, and personalize services.
- Confidently apply value-enhancement strategies to encourage customers to utilise additional services, thereby maximising value for the organisation.
- Anticipate customer needs, manage feedback effectively, and ensure personalised experiences that lead to repeat business and positive recommendations.

Topic 1 - Modern Front Office Dynamics

Topic 2 - Mastering Communication: Building Rapport & Resolving with Grace

Topic 3 - Driving Value: Strategies for Enhancement and Personalised Engagement

Topic 4 - Relationship Management and Building Loyalty

Topic 5 - Feedback & Reputation Management: Turning Insights into Action

Topic 6 - Guest Retention Strategies

**Trainer Profile: Gurcharan Singh** is a seasoned Hospitality professional with over 27 years of industry experience and seven years in academia, bringing a rare blend of practitioner insight and academic rigour. A HRDF-accredited trainer Accredited HRDF certified trainer (TTT/10867) and holder of an MBA in Tourism & Hospitality as well as the Cambridge International Diploma in Teaching & Training, he has built a distinguished career as an entrepreneur, educator, trade advocate, and former hotelier. Gurcharan is deeply committed to talent development from education to industry leadership, and takes pride in seeing his learners excel within the Hospitality and F&B industry.

Tick where applicable, and **click** the underlined course titles to view the full programme details.

<input type="checkbox"/> <b><u>Revenue Management for Restaurants, Catering &amp; Events</u></b> 12 & 13 May ( <i>KLCC</i> ) 20 & 21 May ( <i>Penang</i> ) RM 2,500 / pax	<input type="checkbox"/> <b><u>Mastering the Art of Mixology</u></b> 6 & 7 May RM 2,500 / pax	<input type="checkbox"/> <b><u>Professional Event Management Masterclass</u></b> 10 & 11 June ( <i>Online</i> ) RM2,500 / pax
<input type="checkbox"/> <b><u>The Modern Art of F&amp;B Up-selling</u></b> 2 June 2026 ( <i>1-day</i> ) RM 1,400 / pax	<input type="checkbox"/> <b><u>F&amp;B Financial Planning</u></b> 3 & 4 June 2026 RM2,000 / pax	<input type="checkbox"/> <b><u>Front Office Mastery Redefining CeX</u></b> 18 & 19 June RM 2,000 / pax

## REGISTRATION

### Company / Individual Information

Company / Individual Name:	
Contact Person:	Email Address:
Designation:	Contact No:

### Mode of Payment

HRD Corp SBL-Khas     Self-pay Individuals

### Programme Fees

<input type="checkbox"/> Normal Rate - As shown above	No of pax:
<input type="checkbox"/> 20% Off Early-bird Rate - 14 days before intake date	No of pax:
<input type="checkbox"/> 30% Group rate - Min 3 pax / programmes	No of pax:

**Fee Guide / Pax -** Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00 / pax.  
Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00 / pax.  
Normal fee RM 1,400.00 | 20% off = RM1,120.00 | 30% off = RM980.00 / pax.

Total no of programme(s) \_\_\_\_\_ Total no of pax \_\_\_\_\_ Total amount RM \_\_\_\_\_

Registration includes certificate and notes for each pax; Refreshments and lunch for all days - Training venue will be notified via email to all confirmed participants 14 days before the above intake date - [admin@professionals.asia](mailto:admin@professionals.asia)

### Participant Details

Name:	NRIC No:
Name:	NRIC No:
Name:	NRIC No:

## Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.  
For self-pay individual, payment must be made 7 DAYS prior to the course commencement.  
All enrolment form received is considered a confirmation, and all payments made payable to:

- Professionals Asia Consultancy - MyCOID 202103127752
- Maybank Account No: 562348583958

Should a participant is unable to attend, a replacement is allowed.  
Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.  
Please ensure that cancellation is emailed to [admin@professionals.asia](mailto:admin@professionals.asia)  
Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.  
For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

  
  
  

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

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