



Course Overview for Provide GEMS Service

Course Aim: To prepare participants to provide “extra mile service” to their customers. The programme will focus on the importance of having the right service mindset and how extra mile service benefits themselves as well as the organisation. Participants will also gain confidence in serving their customers by identifying customer needs, applying effective communication techniques and understanding the types of service behaviours that truly make an exceptional difference to the customer.

The programme would cover the following areas:

- Prepare for GEMS Service by adopting the right mindset and the qualities of an excellent service professional. Identify internal and external customers’ needs and understand the value of GEMS to the organisation and yourself.
- Go beyond first impressions by identifying your service touchpoints and your customers’ needs and expectations.
- Communicate effectively with the customer.
- Identify options and take action to go the extra mile for customers.
- Handle customer complaints and objections in a calm and professional manner.

Training Methodologies:

- 1) Mini lectures - succinctly explain the concepts and theories
- 2) Interactive activities - Group discussions on knowledge and procedural process.
- 3) Group and individual exercises for practical activities including role-plays.
- 4) Independent learning sessions to practice skills & evaluate own progress based on case-studies & games.
- 5) Mutual sharing and feedback on performance through all formal and informal learning activities and games.

Duration: 16 hours

Class Size : Maximum 20 per training class

Target Group: Service staff from various service industry sectors

- ✓ Spa, Tourism, Hotel and Accommodation Services
- ✓ Retail
- ✓ Personal Transport Services
- ✓ Food and Beverage industries.

It is recognized that service is extended not only to external customers but internal customers as well. The Provide GEMS Service module serves as a foundational unit in the journey towards service excellence for all workers in Singapore.

Assumed Knowledge and Skills:

This module assumes that the learner has basic knowledge of their organisation’s standard operating procedures and guidelines on customer service and a good understanding of their organisation’s product and service offering. It also assumes the learner has acquired a sufficient level of English language proficiency to benefit from the training programme and undertake the assessment.

Learners or workers who do not possess the assumed knowledge and skills set out above should not be precluded from training but it is recommended that they be counselled and advised on suitable preparatory courses or on-the-job training that they could undertake to improve their ability to benefit from the module.

Course Fees: S\$ 200.00 inclusive of participant’s guide and notes

Trainers: Our trainers are highly experienced and qualified instructors who are well-respected practitioners in the industry. Our trainers can deliver the programme in a captivating and motivating manner ensuring a good balance of both theoretical and practical aspects.

Competency: The Provide GEMS Service module is competency-based. The competency elements and its associated performance criteria are:

1. Prepare for extra mile service
2. Go Beyond First Impression
3. Go The Extra Mile Interaction

Assessment Methodology: Learners would be assessed using oral questions, Learning Portfolios and Class Activities.