

# COMMUNICATE TO CONNECT

ENHANCING WRITING  
AND CUSTOMER SERVICE  
EXCELLENCE



Trainer:

**Ruth Clark**

**15 & 16 May 2025**



9:30am - 5:30pm



TBC, Level 2, Le Quadri Kuala Lumpur

## Overview

Effective communication is at the heart of exceptional customer service. This workshop is designed to strengthen participants' professional writing skills while reinforcing best practices in customer interaction. Through hands-on activities and real-life scenarios, participants will learn to write clearly, respond professionally, and communicate with empathy and confidence.

The session will also explore techniques for handling difficult customers and crafting responses that build trust and satisfaction. Whether through email or in-person engagement, this workshop equips participants with the tools needed to create lasting positive impressions.

## Course objectives

- ✓ Improve clarity, tone, and professionalism in customer service writing.
- ✓ Learn effective communication techniques for handling customer concerns.
- ✓ Understand the role of empathy in delivering exceptional service.
- ✓ Apply writing strategies to craft structured, solution-oriented responses.

**Register now!**

Complete the attached TRF and submit it to Fitriyah, GHR.  
Email: [fitriyah@ucsigroup.com.my](mailto:fitriyah@ucsigroup.com.my) (Ext: 2417)