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CUSTOMER SERVICE EXCELLENCE

For Islamic Banking Professionals

Open Enrolment Program

Date:
25 November 2026

Venue:
Karachi.

Time:
0900 — **1700** Hours



FAHEEM VOHRA
Customer Service &
Commercial Excellence Trainer

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PROGRAM OVERVIEW

In today's competitive banking environment, customers expect more than accurate transactions. They value personalized solutions, convenient processes, responsive assistance, and relationships built on trust. Islamic banking professionals must consistently deliver these expectations while upholding the values of **Amanah (trust), Ihsan (excellence), and Rahmah (compassion).**

Customer Service Excellence is a one-day experiential learning program designed to strengthen customer-centric thinking, effective communication, service ownership, and the ability to deliver exceptional customer experiences.

The program is guided by The **IHSAN Framework-** a practical service excellence model inspired by Islamic values that translates principles into everyday service behaviours.

I	**INTENTION:** Approach every interaction with sincerity and a commitment to creating value.
H	**HUMAN-CENTRIC INTERACTIONS:** Build trust through empathy, active listening, and respectful communication.
S	**SERVICE OWNERSHIP:** Take initiative, anticipate customer needs, and proactively work towards effective solutions.
A	**ACCOUNTABILITY:** Honour commitments, take responsibility, and follow through with professionalism.
N	**NURTURING EXCELLENCE:** Continuously improve service standards and create consistently positive customer experiences.

Through interactive activities, customer journey mapping, practical communication frameworks, and realistic banking scenarios, participants will develop the mindset and skills to manage customer expectations, respond effectively to challenging situations, and turn service interactions into opportunities to build lasting relationships.

The program aims to embed a culture of **purposeful service, personal accountability, and continuous excellence,** strengthening customer trust and reinforcing Bank's commitment to service excellence.

LEARNING OUTCOMES

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

1	**ADOPT A SERVICE EXCELLENCE MINDSET:** Recognize how everyday service interactions influence customer trust, satisfaction, loyalty, and business performance.
2	**UNDERSTAND CUSTOMER NEEDS:** Identify different customer expectations and adapt service approaches to create relevant value.
3	**COMMUNICATE EFFECTIVELY:** Apply positive service language, active listening, and professional communication to build customer confidence.
4	**HANDLE COMPLAINTS PROFESSIONALLY:** Manage difficult interactions, communicate constraints constructively, and take ownership of customer concerns.
5	**STRENGTHEN SERVICE CULTURE:** Identify opportunities to improve branch-level service delivery through accountability, collaboration, and consistent service behaviours.

WHO SHOULD ATTEND

This program is designed for professionals across the banking sector who want to strengthen their customer service capabilities and deliver consistently exceptional customer experiences.

It is particularly relevant for:

Branch Banking Professionals:	Branch Service Officers, Customer Service Officers, and Relationship Managers.
Customer - Facing Teams:	Frontline staff responsible for customer interactions, inquiries, and service delivery.
Contact Centre Professionals:	Call centre agents and customer support representatives handling customer concerns and complaints.
Service & Operations Teams:	Professionals responsible for service quality, operational efficiency, and customer issue resolution.
Team Leaders & Managers:	Banking professionals responsible for service standards, team performance, and customer experience.

LEARNING METHODOLOGY

The program uses an experiential, application-focused approach that connects service excellence principles with real-world banking situations.

Participants will engage in:

Interactive Activities:	Explore customer expectations and service behaviours through practical exercises.
Banking Simulations:	Practise handling customer inquiries, complaints, and challenging interactions.
Customer Journey Mapping:	Identify service touchpoints, friction points, and opportunities to improve the customer experience.
Case Studies & Role-Plays:	Apply practical service principles to realistic banking scenarios, including customer complaints, challenging interactions, and service recovery.
Reflection & Action Planning:	Identify practical commitments to improve individual service performance.

PROGRAM FLOW

Session	Duration
Welcome, introductions and objectives	15 minutes
Module 01: Service Excellence Mindset	45 minutes
Module 02: Value Creation Through Customer Understanding	45 minutes
Tea break	15 minutes
Module 03: Service Communication and Language	90 minutes
Lunch break	60 minutes
Module 04: Handling Complaints and Difficult Conversations	60 minutes
Tea break	15 minutes
Module 05: Creating a Culture of Service Excellence	60 minutes
Reflection, commitments and close	15 minutes
Total indicative duration	**420 minutes – 7 hours**

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MODULES:

Module 01

SERVICE EXCELLENCE MINDSET

From processing transactions to creating meaningful customer experiences

- **Customer Service vs. Customer Experience:** Distinguishing the service delivered from the overall impression formed across customer interactions.
- **The 3R + 1C Framework:** Understanding a practical base framework for consistent service delivery.
- **The Business Impact of Service Excellence:** Exploring how everyday interactions influence customer confidence, satisfaction, loyalty, and the bank's reputation.

Reflection Activity: The Service We Remember

Module 02

VALUE CREATION THROUGH CUSTOMER UNDERSTANDING

Understanding what matters to each customer

- **Different Customers, Different Priorities:** Recognizing that customers value different things depending on their needs, expectations, and circumstances.
- **The Four Categories of Value:** Exploring Product-Focused, Systems-Focused, Service-Focused, and Relationship-Focused value categories.
- **Adapting the Service Approach:** Recognizing which type of value matters most to a customer in a particular scenario
- **Interactive Challenge:** Value Creation in Customer Service

Module 03

SERVICE COMMUNICATION AND LANGUAGE

Choosing words and behaviours that build confidence

- **The Power of Service Language:** Understanding how words, tone, and delivery influence customer perception.
- **Positive and Professional Communication:** Replacing reactive, negative, or process-centred statements with constructive, customer-centric language.
- **Active Listening:** Listening to understand, checking assumptions, and summarizing the customer's concern before responding.
- **Practical Exercise:** The Service Language Challenge

Module 04

HANDLING COMPLAINTS & DIFFICULT CONVERSATIONS

Turning difficult interactions into opportunities to build trust

- **Emotional Intelligence in Service:** Managing personal reactions, responding rather than reacting, and maintaining professional standards under pressure.
- **The Art of Saying "No" Positively:** Applying the ACT framework: Acknowledge, Clarify, transform to explain constraints and explore appropriate alternatives.
- **A Structured Approach to Complaint Handling:** Practicing acknowledgement, clarification, ownership, action, and agreement on the next step.
- **Role-Play Simulation:** Handling the Difficult Customer

Module 05

CREATING A CULTURE OF SERVICE

From individual behaviours to a consistent branch experience

- **The Customer Journey and Perception Points:** Mapping key moments across a branch visit and identifying where customer confidence can be strengthened or undermined.
- **The Six Levels of Service:** Exploring progression from unacceptable or basic delivery to expected, desired, surprising, and memorable experiences.
- **Ownership and Cross-Functional Collaboration:** Reducing customer effort through clear responsibility, effective coordination, and handovers that do not require customers to repeat their story.
- **Branch Service Simulation:** From Service Gaps to Improvement Actions

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FACILITATOR:

Faheem Vohra
Customer Service & Commercial Excellence Trainer



Faheem Vohra is a Customer Service and Commercial Excellence Trainer and Facilitator with over 10 years of experience in field sales, business development, and professional development.

He has worked with leading organizations, including Coca-Cola, FrieslandCampina Engro Pakistan, Ismail Industries – Candyland, and IBL Group. His corporate experience provides practical insights into customer behaviour, relationship management, and performance in competitive business environments.

Faheem combines real-world business experience with structured, experiential learning to help professionals strengthen their communication, customer engagement, and service capabilities. He has also contributed to academia as visiting faculty at institutions including the Institute of Business Management (IoBM), Karachi School of Business & Leadership, and Salim Habib University.

REGISTRATION DETAILS:

REGULAR FEE

PKR 35,000

PER PARTICIPANT + SST

FEE INCLUDES:
Learning material, lunch, refreshments, business networking opportunities, and a certificate of participation.

10% DISCOUNT
on a group of 3 or more participants

For Registration(s), send us your Name, Designation, E-mail, Mobile Number and CNIC to
events@learningmindsgroup.com

For further information please contact
Talha Shabbir
Phone: 0321-8747595
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Cancellation Policy:
Cancellations made within 7 working days of the workshop are non-refundable.
All cancellations must be submitted via email. Substitutions, however, are welcome at any time.

Interested in a customized in-house workshop for your organization?
Email us at **talha.s@learningmindsgroup.com** to explore the possibilities.