

CUSTOMER SERVICE TRAINING · ACXPA CERTIFIED

Frontline Customer Service PRO

Our most advanced program for frontline teams: nine hours of expert training, real scenarios and proven techniques that lift service standards and drive sales.

\$645per person, ex GST
(guide)

PRIVATE ONLY

DURATION**3 × 3 hours (or a full day onsite)****DELIVERY****Live online (Zoom or Teams) or onsite****PRICE****Priced for your team, based on \$645 per person, ex GST****OPTIONS****Private team training only****CERTIFICATE****For everyone who completes****RATING****4.9/5 across our courses**

What your team will be able to do

Understand customers

The psychology behind customer behaviour and buying.

Uncover needs

Empathy, mirroring and precise active listening.

Energy and empathy

Stay positive and focused through demanding shifts.

Voice and body language

Advanced non-verbal skills for face-to-face service.

Guide choices

Personalised, proactive solutions.

Handle difficult customers

De-escalation and professional complaint resolution.

What's covered

SESSION 1

- 1 The Psychology of Customer Service & Sales** · The motivations and expectations that drive customer behaviour.
- 2 Body Language & Voice Projection** · Advanced non-verbal communication for face-to-face service.
- 3 How to Engage** · Powerful first impressions and immediate trust.

SESSION 2

- 4 Discover** · Needs-based conversations with precise active listening.
- 5 Educate** · Personalised, proactive customer solutions.
- 6 How to Close** · End every interaction with impact.

SESSION 3

- 7 Energy & Empathy** · Stay energised and empathetic through demanding shifts.
- 8 Dealing with Difficult Customers** · De-escalation and professional complaint resolution.
- 9 End-to-End Simulations** · Immersive practice with personalised feedback.

Tailored to your store or venue, products and customers. For leaders, PRO creates a shared standard for face-to-face service that makes coaching, onboarding and consistency easier long after the training.



How it compares

COURSE	LENGTH	PRICE EX GST	AVAILABILITY	BEST FOR
Essentials	1 × 3-hour session live online or onsite	\$315	Public or private	new starters, or a fast refresh for experienced staff
Foundations	2 × 3-hour sessions or a half day onsite	\$485	Public or private	anyone who wants skills to stick through practice
PRO (this course)	3 × 3-hour sessions or a full day onsite	\$645	Private only	teams who want to master face-to-face service

All three courses are ACXPA certified and teach the same proven approach. Prices are per person in AUD, excluding GST. See the course page for the latest dates and prices.

Pricing and options

- ✓ Priced for your team, based on \$645 per person ex GST
- ✓ Discounts for larger teams and ACXPA members
- ✓ Onsite delivery may include trainer travel
- ✓ Only one or two people? Book public Essentials or Foundations

Your trainer



Simon Blair

30+ years in training and consulting, 50,000+ customer interactions assessed, and rated 4.9/5 from 140+ verified reviews.

Who it's for

Retail staff, hospitality teams, event staff, service counters, healthcare and allied services, and transport and travel.

Want a lower-cost option, or resources to improve service all year?



ACXPA membership

Built for anyone who serves customers in person, in retail, hospitality or at any service counter.



Scan to see membership

- ✓ 25% off every CX Skills live public course
- ✓ Self-paced courses on service excellence, difficult customers and complaints
- ✓ A Customer Service Health Check across 17 dimensions
- ✓ Live expert access every fortnight

Individual \$197 a year · Business from \$497 for a team of five (ex GST) · acxpa.com.au/membership

Self-paced online training

Our lowest-cost option. Use it instead of live training, or alongside it to cover more topics, in short lessons that fit around shifts.



Scan to explore

- ✓ From \$9.15 per person a month
- ✓ 400+ lessons: customer service, leadership, conflict, AI and more
- ✓ Manager dashboards and custom pathways
- ✓ Certificates for every course

cxskills.com.au/self-paced-online-training

Next steps

Book a call from the course page, or call +61 3 9008 7287, and we'll work out the best format and dates for your team.

cxskills.com.au/frontline-customer-service-pro-course · +61 3 9008 7287 · hello@cxskills.com.au



Scan to talk to us

