

# Provide excellent customer service and embody the values of “Omotenashi”

- ☑ Do you know that the spirit of Japanese customer service is Omotenashi? What are the most important factors of Omotenashi?
- ☑ Do you want to know how to provide “Omotenashi” and move your client with it?
- ☑ Do you want to equip “Omotenashi” for yourself and act in work through practical examples and practices?

This course helps you understand the concepts and necessity of “Omotenashi”. Through the examples and practices in the course, you can not only understand the theory but also be able to apply it to your work, distinguish yourself and your company’s service from the other.

## Omotenashi – Japanese hospitality

**Target: Staffs who work directly with customers**

**Training venue: At client’s company as required ( 2 days)**

### Purpose

- Understand the meaning of “Omotenashi”
- Enhance basic knowledge and skills to provide “Omotenashi”

### Content

#### Part 1 : Omotenashi

##### 1-1. Overview of Product/ Service/ Performance

- What is a good product/ Service?
- The importance of factors in the process of providing a product/ service
- Customer satisfaction and Service quality

##### 1-2. Omotenashi

- What is “Omotenashi”?
- The relationship between “Omotenashi” and service quality level
- “Omotenashi” in Japanese daily life
- The importance of “Omotenashi” in business

#### Part 2 : How to provide Omotenashi?

##### 2-1. Necessary skills to provide Omotenashi

- Conceptual skill
- Observing skill
- Awareness skills
- Sympathizing skills
- Appreciating skills

##### 2-2. 5 notices to provide Omotenashi

- Warm-hearted welcome
- Sincerity
- Professional look
- Professional manners (Standing, bowing, welcoming and parting manners)
- Polite speech

#### Part 3 : Steps to provide Omotenashi

##### 3-1. Step 1: Developing an awareness

- Develop an awareness of the importance of customers to the company
- Understand thoroughly company’s product/ service
- Be aware of one’s role when interacting with clients

##### 3-2. Step 2: Observing

- Observe customer expression, eyes, gesture, attitude, action
- Judge customer expectations

##### 3-3. Step 3: Understanding/ sympathizing

- Stand in customer’s shoes to think
- Listen to customers, pay attention to their pitch and intonation
- Understand thoroughly customer expectations

##### 3-4. Step 4: Taking action

- Exceed customer needs and expectations
- Think of “added value” and take action

#### Part 4 : Learning from actual examples

- Learn Omotenashi from Starbucks – a coffee brand
- Learn Omotenashi from Ritz-Carlton – Never say “No” to customer
- Share some experiences of Omotenashi that moved people
- Provide excellent customer service at your working place.

#### Part 5: Action plan

※ The above content is subject to change without prior notices



**AIMNEXT VIETNAM CO., LTD.**

2F, Nam Giao Building 1, 261 – 263 Phan Xich Long,  
Ward 2, Phu Nhuan Dist., Ho Chi Minh City

TEL: (028) 3995 8290  
FAX: (028) 3995 8289  
Email: training-vn@aimnext.com  
URL: www.aimnext.com.vn