YOUR  
LOGO

**COMPANY NAME**

CUSTOMER-SERVICE TRAINING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to provide customer-service training for your team. We help organizations enhance service quality, improve customer satisfaction, and create stronger client relationships through practical, hands-on training.  
  
This proposal outlines our approach to delivering a customized customer-service training program for [Client Name].

# Project Objectives

The primary goals are:  
  
- Improve communication, empathy, and problem-solving skills  
- Standardize service protocols and escalation processes  
- Boost customer satisfaction and loyalty metrics  
- Empower staff to handle complaints with professionalism and confidence

# Proposed Services

Our customer-service training services include:  
  
- Training needs assessment and stakeholder interviews  
- Development of a customized training curriculum  
- In-person, virtual, or hybrid session delivery  
- Role-playing, case studies, and real-world scenarios  
- Post-training evaluations and reinforcement tools

# Scope of Work

Scope includes:  
  
- Discovery and program design  
- Development of training materials and job aids  
- Delivery of 1–2 day workshops or modular series  
- Participant feedback collection and post-session assessments  
- Optional follow-up coaching or refresher sessions

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Needs Assessment | Review service goals and gather staff feedback | [Start Date] |
| Design & Development | Build custom training modules and exercises | [Date] |
| Training Delivery | Conduct workshops or modular sessions | [Date] |
| Evaluation & Reinforcement | Gather feedback and plan follow-ups | [Completion Date] |

# Pricing

Estimated cost breakdown for customer-service training services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Assessment & Design | Evaluate training needs and build content | [Amount] |
| Workshop Delivery | Facilitate sessions and provide materials | [Amount] |
| Evaluation & Reporting | Assess training effectiveness and report results | [Amount] |
| Optional Coaching | One-on-one or group coaching post-training | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a training and development firm dedicated to enhancing customer experience through frontline team empowerment.  
  
- Experience: [X] years in customer-service and soft-skills training  
- Expertise: Call centers, retail, hospitality, healthcare, and more  
- Mission: To help teams deliver outstanding service that builds lasting relationships

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Service excellence training for a regional utility company  
- Outcome: 30% increase in CSAT scores and 25% reduction in call escalations within 3 months  
  
Testimonial:  
“[Your Company Name] helped us transform the way our staff engages with customers. The impact was immediate and measurable.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% due at project start, 50% upon completion.  
Service Scope: Includes training design, materials, delivery, and evaluation.  
Client Responsibilities: Provide access to staff, facilities (if in-person), and scheduling support.  
Adjustments: Scope changes must be documented and may affect cost or delivery schedule.

# Acceptance

To approve this customer-service training proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_