

## Customer Service

Based on SAQA's Unit Standard 14338 NQF Level 2, 2 Credits

### Introduction

Excellence in customer service doesn't come about accidentally. It needs to be carefully defined, planned and managed. The trick isn't announcing that your company delivers excellent service – it is actually delivering it, day in and day out, across all the interactions you have with those that support you – internally and externally.

Excellent customer service has its roots in specific communication, interpersonal and leadership skills which have been proven to work time and again in real customer situations. By attending this course you will learn to use them properly and you will learn the secrets that drive many of the service leaders in today's marketplace.

### Course Objectives

- Understand your company's standards
- Build your knowledge of company products and services, and their features and benefits
- Understand the importance of obtaining customer feedback
- Keep track of what your customers and staff think of your service
- Master interpersonal skills
- Improve your telephone skills
- Monitor staff-customer relations
- Understand the importance of evaluating and dealing with customer complaints
- Establish rapport with customers and maintain a professional relationship
- Identify customer requirements
- Rectify complaints
- Identify ways to improve complaint handling procedures and increase customer satisfaction

### Course Outline

#### Know your company

- The importance of understanding your company's standards
- Understanding the products and services your company supplies to the market
- Promoting the features and benefits of your products and services

### **Getting feedback from your customers**

- Understanding the concept of customer service
- The importance of obtaining customer feedback
- Keeping track of what your customers and staff think of your service

### **Interpersonal skills**

- Communicating with your customers
- Applying active listening
- Delivering on your promises
- Consistently delivering terrific service on the telephone
- Providing online customer service

### **Building better customer relationships**

- Identifying methods to monitor staff-customer relations
- Evaluating and dealing with customer complaints
- Establishing rapport with customers and maintaining a professional relationship
- Identifying customer requirements and how best to deal with them
- Rectifying complaints
- Identifying ways to improve complaints handling procedures and increase customer satisfaction