

CUSTOMER SERVICE MANAGEMENT

Skills Programme

(SAQA US ID: 242829 – NQF level 4, 5 credits)

INTRODUCTION

Companies that offer differentiated, reliable and customer-friendly service have a distinct competitive advantage. This programme will equip individuals with the skills to handle all aspects of customer care.

COURSE OBJECTIVES

- Identify internal and external customers
- Explain the standards of customer service expected by the organisation
- Measure customer satisfaction on an on-going basis
- Recommend corrective action

COURSE OUTLINES

Know your customers

- Understanding the principles of outstanding customer service
- Identify the internal and external customers in your organisation
- Understanding your customer's personality styles so you can respond appropriately
- Identifying your work unit's internal and external customers

Setting the Standard

- Establishing customer service Key performance Areas for you and your team
- Understanding the importance of maintaining and achieving customer service levels
- Knowing the consequences of poor service on the organisation's objectives

Measuring customer satisfaction

- Measuring Key Performance Areas against organisational standards
- Recording essential information

Recommending corrective action

- Developing innovative solutions to respond to queries and improve customer service
- Identifying the required corrective action and making recommendations to management