



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

This dynamic short programme is Unit Standard based and is aimed at individuals and managers wanting to develop communication, interpersonal and leadership skills for improved customer service.

It is highly practical and interactive and delegates cover the essential elements to customer service, including understanding your organisation's products and services, greeting a customer, communicating effectively with customers, giving feedback, dealing with complaints and building rapport. There is a strong focus on interpersonal skills and improving customer relationships.

Target Audience

This course is suitable for any individual who wants to improve their customer service delivery and master interpersonal skills for enhanced internal and external customer relations.

Any person, in any sector of the economy will benefit from the programme.

Entry Requirements

There is open access to this Unit Standard but delegates should be competent in Communication and Mathematical Literacy at NQF Level 1 and hold a GETC or equivalent qualification.

Additional Requirements

- You will need access to appropriate workplace activities.
- Active support and mentorship by your manager.
- Access to a PC, software and the internet.

Customer Service

Achieving Customer Service Excellence

SERVICES SETA Statement of Results

US ID:	14338
NQF Level:	2
Credits:	2

Course Delivery & Assessment

We use in-classroom, virtual classroom and blended interactive, facilitated training, group discussions and practical exercises to embed skills.

You will need to:

- Attend all scheduled sessions.
- Demonstrate theoretical and practical understanding of course content.
- Complete and present practical assignments.
- Participate in group activities and discussions.
- Compile and submit a Portfolio of Evidence (PoE).

To receive your Statement of Results, Attend to Customer Enquiries in an Office Setting, you will need to compile, submit and be found competent on a Portfolio of Evidence (PoE).

Learning Outcomes

By the end of the course, you will be able to:

- Understand your companies 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 and monitor staff-customer relations.
- Master interpersonal skills.
- Improve your telephone skills.
- Understand the importance of evaluating and dealing with customer complaints. Rectifying complaints and identify ways to improve complaint handling.
- Establish rapport with customers and maintain a professional relationship.





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Course Content

Achieving Customer Service Excellence Attend to customer enquiries in an office setting

Accreditation Body: SERVICES SETA

SAQA ID: 14338 | Learning Programme ID: NA
NQF Level: 2 | Credits : 2

Module 1: 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

Module 2: 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

Module 3: Interpersonal Skills

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

Module 4: 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 complaint handling procedures and increase customer satisfaction

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