



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

This accredited short programme is Unit Standard aligned and aimed at individuals in business environments who wish to create customer loyalty, by offering exceptional customer experiences.

There is a strong focus on finding solutions to customer problems and monitoring satisfaction levels to improve relationships. There is also an emphasis on interpersonal skills, effective communication, gaining feedback and problem solving.

The programme is highly practical and covers the tools and techniques to understanding, identifying and solving customer complaints, company procedures and standards, monitoring and improving complaint handling procedures and increasing customer satisfaction levels.

Target Audience

This short programme is aimed at Marketing and Communication Managers, Marketing Researchers and Sales and Customer personnel in customer service environments.

Any individual wishing to improve their interpersonal competencies in customer management, will benefit.

Entry Requirements

- Competence in Communication at NQF Level 3.
- Competence in Mathematical Literacy at NQF Level 3.

Additional Requirements

- Access to appropriate workplace projects.
- Active support and mentorship by your manager.
- Access to a PC, software and the internet.

Customer Service

Customer Experience Programme

SERVICES SETA Statement of Results

US ID:	252210 & 252214
NQF Level:	4
Credits:	10

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, Customer Experience Programme, you will need to compile, submit and be found competent on a Portfolio of Evidence (PoE).

Learning Outcomes

By the end of the short programme, you will be able to:

- Identify customer problems.
- Commit to solving a customer complaint.
- Arrange the correct planning and solutions to a customer problem.
- Communicate with all stakeholders regarding a complaint.
- Provide practical business solutions to the complaint to develop customer relationships and attract sales.
- Understand a company's complaint procedures.
- Monitor the acceptance and recording of verbal and written customer orders.
- Monitor the completion and administering of order procedures and documentation and the confirmation and distribution of orders.
- Ensure sales teams follow up on placed orders.
- Ensure overall customer satisfaction and manage relationships.





info@ldgroup.co.za



+27 086 022 7337



www.ldgroup.co.za

Course Content

Customer Experience Programme

Accreditation Body: SERVICES SETA

SAQA ID: 252210	NQF Level: 4	Credits : 4
SAQA ID: 252214	NQF Level: 4	Credits : 6

Module 1: Handle a Range of Customer Complaints

- Identify a customer problem
- Commit to solving a customer complaint
- Arrange appropriate planning and solutions to a customer problem
- Communicate with all relevant stakeholders
- Provide practical business solutions

Module 2: Conduct Follow-up with Customers to Evaluate Satisfaction Levels

- Monitor the recording of customer orders
- Monitor the acceptance and recording of customer written orders
- Monitor the completion and administration of order procedures and documentation
- Monitor the confirmation and distribution of orders
- Ensure the sales team follows-up on placed orders
- Manage overall customer satisfaction levels and relationships

Our Accredited Organisations



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