



## QUALITY CUSTOMER SERVICE (2 DAYS)

### THIS COURSE IS ACCREDITED TO UNIT STANDARD:

|                   |  |
|-------------------|--|
| Title:            | Monitor the level of service to a range of customers |
| Unit Standard ID: | 242829   |
| NQF Level:        | 4  |
| Credit Value:     | 5  |

### INTRODUCTION

The **Quality Customer Service** training programme is for delegates to become more professional and effective in the way they handle both face to face and telephone service when dealing with internal and external customers. Delegates will understand the impact on them and their organisation of providing the best possible service learning to communicate with customer's in a professional and effective manner.

### REFERENCES

*"I learnt a lot about handling different customers and improving my own customer service skills" ~ Antoinette Dikotsi (Roche Products)*

*"I wanted to see how to improve my customer service skills and the facilitator covered all aspects to my full expectation. Thank you!" ~ Bets van Vuuren (Webber Wentzel)*

*"Everything was in order - my trainer was very open and friendly. I'm happy about that" ~ Benjamin Masola (Specialised Road Technologies)*

*"Very happy with the outcome of the course. Felt that I improved my knowledge" ~ Janie Fouché (Royal Pack)*

### WHAT THIS COURSE CAN DO FOR YOU...

- Defining good service
- Adapting a professional approach to clients
- Communicating correctly with customers
- Building customer relationships
- Dealing with difficult clients
- Analysing service levels
- Personal accountability

## TARGET AUDIENCE

This unit standard is intended for all employees in organisations who recognise that a highly competitive market prizes Quality Service above all customer retention factors.

## COURSE CONTENT

### **Introduction to Customer Service - 21<sup>st</sup> Century Challenges**

- Characteristics of a “21<sup>st</sup> Century Organisation”
- Proactive behaviour and empowerment
- Knowledge management

### **Good vs. Poor Service**

- Evaluate your own Customer Service Levels
- The dimensions of service quality

### **Who is my Customer?**

- Looking at the external customer
- Researching the competitors
- The importance of treating internal customers correctly

### **Customer Satisfaction**

- The concept of the ‘Moment of Truth’
- Retaining clients

### **Wow! Service – Going the Extra Mile**

- Adding value

### **Dealing with Customer Complaints**

- Principles for handling the irate customer
- Using the complaint to improve service

### **Measuring Customer Service**

- Setting service standards

### **Courtesy**

- Explain the concept of courtesy
- List examples of good or poor manners
- Find ways in which different cultures view politeness

## **Communication Skills – a Vital Tool for Excellent Customer Service**

- Sender and Receiver
- Channels of communication
- Active listening skills
- Questioning techniques
- Body language
- Barriers to communication
- Assertiveness skills
- Handling conflict
- Basic negotiation skills

## **Understanding and Communicating with your Customer**

- Explain the benefits of shifting communication styles with different personality types
- Explore ways of dealing with different customer-types in all situations

## **Personal Accountability & Commitment Plan**

## **TRAINING APPROACH**

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

## POST COURSE ASSISTANCE

### “Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



### Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

## KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff’s excellent performance to peak performance.

For further details contact:

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