

Customer Service Programme

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| OUTCOMES | <p>This workshop empowers delegates to:</p> <ul style="list-style-type: none"> • Explaining and describe customer service • Engaging in an interaction with customers • Demonstrating communication skills in responding to a customer • Processing a query in order to respond to a customer need | |
| Who should attend? | Duration | NQF Alignment |
| <ul style="list-style-type: none"> • Anyone interacting with internal and external customers • Sales Personnel • Secretaries • Call Centre Personnel | 2 Days | <p><u>US Title:</u> <i>Apply the basic skills of customer service</i></p> <p><u>SAQA US ID:</u> 114974</p> <p><u>NQF level:</u> 2 <u>Credits:</u> 2</p> |
| TRAINING CONTENT | <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>1. Introduction to Customer Service</p> <ul style="list-style-type: none"> ○ What is customer service? ○ Who are your customers? ○ The core values of internal customer service ○ 10 Ways to better serve our internal customers ○ Caring for the external customer <p>2. Interacting with a customer</p> <ul style="list-style-type: none"> ○ Determining and clarifying the customer's needs ○ Non-verbal communication ○ Close interaction with your customer </div> <div style="width: 48%;"> <p>3. Effective communication skills</p> <ul style="list-style-type: none"> ○ Resolving conflict ○ Dealing with aggression ○ Dealing with Empathy ○ Recording customer's needs ○ Seek understanding ○ Issues of diversity ○ Telephone Etiquette <p>4. Responding to customers' needs</p> <ul style="list-style-type: none"> ○ Information gathering ○ The six-step process when responding to customers' needs ○ Using appropriate language ○ Present a clear plan of action ○ Customer feedback and progress reports </div> </div> | |

