

CUSTOMER SERVICE

A **SERVICES SETA ACCREDITED** SKILLS PROGRAMME WITH



— SIGNIFY —

LEARNING ACADEMY

where learning becomes a journey

UNIT STANDARD COVERED

| | |
|--------------------|--|
| UNIT STANDARD NAME | Monitor the level of service to a range of customers |
| UNIT STANDARD ID | 242829 |
| NQF LEVEL | NQF Level 4 |
| CREDITS | 5 Credits |

SKILLS PROGRAMME PURPOSE

The purpose of this unit standard is to encompass the skills needed to monitor the level of service between an organisation and its customers, both internal and external.

The qualifying learner is capable of:

- Identifying internal and external customers, where applicable
- Explaining standards of customer service expected by the organisation
- Measuring customer satisfaction on an ongoing basis
- Recommending corrective action

WHO SHOULD ATTEND?

Anyone who wishes to improve their customer service skills.

COURSE OUTLINE

MODULE 1 – INTERNAL AND EXTERNAL CUSTOMERS

- Supply chain
- Systems theory
- Open and closed systems
- Flow through a system
- Feedback
- Inputs, Processes, Outputs
- Business systems and the business process
- What is a customer?
- Internal customers
- Interaction with other departments

- Suppliers
- External customers
- Immediate and remote customers
- Identify Key Customers

MODULE 2 – STANDARDS OF CUSTOMER SERVICE

- What Is Customer Service?
- Customer Service Policy
- Customer Service Standards
- Key performance areas
- How To “Wow” The Customer
- The Value-Adding Pipeline
- Attract, Maintain & Retain A Customer
- Synergy
- What Is Interaction?
- The Mystery Customer
- The Way You Promote Image

MODULE 3 – MEASURE CUSTOMER SATISFACTION

- Manage customer satisfaction
- Who Is Responsible for Customer Satisfaction?
- Developing A Customer Service Strategy
- Identify customer service needs
- Define customer service objectives
- Setting priorities for customer service
- The Customer Service Model
- Explore and describe the solutions that will work
- Follow-up to ensure customer satisfaction
- Effective Customer Service Matrix
- Customer Service Audit
- Identify possible solutions
- Establish customer service levels

MODULE 4 – CORRECTIVE ACTION

- Ten commandments of superior customer service relationships
- Levels of Customer Contact
- Satisfied and Loyal Customers

- Steps to Earning Customer Loyalty
- Complaints
- Make recommendations to management
- Continuous Improvement Checklist

DURATION



1 Day

LOCATION



Public (at our premises in Centurion) – An individual attending
or

On-site (at your company premises) – A minimum number of learners, please
enquire

CERTIFICATION / RECOGNITION



Upon completion, the learner will receive a Certificate of Attendance. Upon
verified Competence, the learner will receive a Certificate of Competence from
the Services Seta.

SIGNIFY ENTRY REQUIREMENTS

Learners should be competent in Communication and Mathematical Literacy at NQF Level 3.

ARTICULATION

Credits obtained during this skills programme will contribute towards qualification 57712,
FETC: Generic Management, LP 47630, Level 4.

CONTACT US



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