Unleashing Your Potential

IMSIMBI TRAINING

Course Outline

Customer Service Excellence

2 DAYS

This course is accredited by the Services Seta and the material covers unit standards at level 5: 10052 with 6 credits.

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 1 Contributor BBBEE company and 51% black owned.







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QCTO Quality Council for Trades & Occupations · ETA Transport Education Training Authority Driven by Vision · SERVICES SETA · cathsseta · ETDP SETA · MICTSETA

Course Objectives

Welcome to the exciting world of Customer Service

The broad aim of this course is to introduce participants to key knowledge, attitudes and skills pertaining to Service Excellence and Quality in the work environment. When you have completed this course, you will be able to define the key concepts associated with:

Customer Driven Organisation and you will be able to:

- Understand the vital importance of the customer to any organisation.
- See the value in having excellent service for both internal and external customers.
- Identify the factors that can prevent an organisation from maximizing customer value.
- Understand how to critically look at the customer service levels and to establish if the organisation is truly customer driven.
- Identify different customer types and interact appropriately with them.

A customer driven organisation is one that:

- Listens to its customers.
- Integrates customers into its business and vice versa.
- Provides customer focused solutions.
- Has a culture which positively embraces the customer.

Loyalty of Customers

- Customers will stay where they feel they are being valued.
- Customers will receive what they require.
- Customers will trust the organisation.
- Business will be protected from the competitors.

Focus on Value Add

- The organisation will focus its resources on the activities which add value for the customer.
- Customer driven operations focus on what the customer wants.
- Core competencies can be identified and developed to deliver what the customer values.





Course Outcomes

Upon completing this course, the participants should be able to

- Clarify what is meant by customer service.
- Explore who our customers are and what their diverse needs are.
- Understand the value of customer feedback procedures for improving quality.
- Two-way communication: open ended questions.
- Use questioning techniques to identify specific needs of customers.
- Explore the values and attitudes necessary for excellence in customer care.
- Discuss my role and responsibilities when serving customers.
- How to handle conflict and difficult customers.
- List the benefits of setting professional service standards for the organisation.
- Understand the concept of quality and quality management.
- Explain the importance of product knowledge in customer care.
- Encourage team members to develop a self-critical approach.
- Monitor a Customer Relationship Management (CRM) system.
- Monitor customer feedback, analysing the data and rectifying the problems.
- Identify obstacles to, and challenges within, customer service programmes.
- Develop a plan for exceeding customer expectations within a team environment.
- Prepare strategies for retention of customers.
- Set Key Performance Indicators (KPI's) for customer service staff.
- Evaluate customer service staff competencies.





Course Outline

Module 1: Customer Service

- Customer Service – Keeping Our Customers
- What is Customer Service and why is it important?
- Changing our Culture and Mindset
- Defined Customer Service standards for your Organisation
- Ten Dimensions of Quality Service
- Quality Management
- Company Customer Service Policies
- The Employee's Role in Customer Service

Module 2: Customer Relationship Management

- Maintaining Customer Loyalty
- Product Differentiation
- Building Relationships with our Customers
- Critical Element – Measuring Customer Service Satisfaction
- 9 Key Principles of Customer Service





Course Outline

Module 3: Effective Customer Communication

- Effective Communication
- Telephone Communication to create a Professional Image
- Understanding Your Customers' Needs Through Questioning Techniques
- Listening Skills
- How to Feel Powerful in Your Position
- DISC Analysis Explanation – how to communicate with different personalities

Module 4: Dealing with Customer Complaints

- Listening to Customer Complaints
- Manage Customer Anger using the LEAP Approach
- Remaining calm and empathetic in the face of anger
- Summarising the customer's complaint
- The Importance of Empathy in Customer Complaints
- When Discussions Degenerate into Conflict
- Seven Steps to Customer Problem Solving
- Solving promptly customer complaints
- Transactional Analysis: Managing Conflict with Effective Communication





- Developing Confidence – Believe in Yourself
- Assertive Communication
- Developing and Maintaining Relationships after a Customer Complaint
- The ten commandments of customer service



