IMSIMBI

TRAINING

UNLEASHING YOUR POTENTIAL










Imsimbi Training proudly presents

Frontline Customer Service – 1 DAY

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.

This course is accredited by the Services Seta and material covers unit standards 242829 at NQF level 4 worth 5 credits.

SERVICES SETA

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COURSE OBJECTIVES

The broad aim of this course is to introduce participants to key knowledge, attitudes and skills pertaining to Customer Service Excellence in the work environment.

When you have completed this course, you will be able to define the key concepts associated with the

Customer Driven Organization and you will be able to:

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

A customer driven organization 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 organization
- Business will be protected from the competitors

Focus on Value Add

- The organization 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, 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 organization
- Understand the concept of quality and quality management
- Explain the importance of product knowledge in customer care
- Receive and give honest feedback in order to learn from mistakes with difficult customers
- Identify obstacles to, and challenges within, customer service programmes
- Apply skills and techniques necessary for effective customer relationship management
- Develop a plan for exceeding customer expectations based upon performance management
- Prepare strategies for retention of customers



- Prepare strategies for giving staff feedback on performance

COURSE OUTLINE

- What is customer service?
- Why do you work?
- Determining your personal vision
- What am I responsible for?
- Why is customer service important?
- What is quality management?
- Customers- our lifeline
- Customer Loyalty – the critical business factor
- The DISC approach to customer service
- The 10 Rules of Excellent Customer Service
- Product differentiation
- Customer needs
- Understanding your customers- questioning techniques
- The communication process
- Verbal vs nonverbal communication
- Listening skills
- The Phone call
- Conflict Resolution and dealing with difficult clients.
- Exceeding expectations
- Assertive Communication:
- Assertiveness through diplomacy
- Assertiveness roll plays

