

# Skills

## Course

### CUSTOMER SERVICE SKILLS



R 1,300 incl VAT (Non-WHC)

R 840 excl VAT (WHC)

Discounts apply to groups



Classroom based

(available online from April 2021)



1 day

Good customer service is important for any organisation. It determines the level of stakeholder satisfaction, how the organisation rates against competitors, likelihood of survival and what the public image is.

Internal customer service is often neglected. Good internal customer service improves employee morale, productivity, employee retention, external customer service and, ultimately organisational efficiency.

The course has 5 modules including a "Test your knowledge" at the end of each module:

- Introduction
- Module 1: What is Customer Service?
- Module 2: The Essential Elements of Customer Service
- Module 3: Guidelines for Internal Customer Service
- Module 4: Communication in Customer Service
- Module 5: Benefits of Good Customer Service



At the end of this course learners will have a better understanding of:

- the importance of customer service,
- internal and external customers,
- how to implement a customer service strategy,
- how to demonstrate confidence and skill as a problem solver,
- techniques to deal with difficult customers,
- how to identify ways in which to add value to customer relationships and meet or exceed expectations.



At the end of this course, learners will be expected to complete a final assessment:

- There are 50 multiple choice questions.
- The pass mark is 70%.
- Learners have unlimited attempts.
- A certificate will be issued on passing the assessment.

"How you think about your customer influences how you respond to them." – Marilyn Suttle



This course should be attended by individuals who deal with internal or external clients either on the telephone or face-to-face.



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