

## CUSTOMER SERVICE

<b>Unit Standard</b>	<b>114974/7789/119676/7175/243118/252262</b>
<b>NQF</b>	<b>Level 5</b>
<b>Credits</b>	<b>2-8</b>
<b>Duration</b>	<b>2 Days</b>
<b>Organisational Development Area</b>	<b>Front Office Management</b>

### SYNOPSIS

Your customer is the very reason that you are in business or that you have a job. The importance of customers cannot be underestimated. You only have one chance at impressing a customer during your interaction with them. You may be lucky enough to recover from previous service mistakes but this does not happen often enough because customers in South Africa can simply find the same or better service with your competition.

This unique intervention allows you to "wear" a customer service hat when dealing with customers face-to-face, on the telephone or via e-mail. The secret to delivering supreme service levels requires extensive self knowledge in order to anticipate and manage ones own behaviour, anticipate the behaviour of your diverse customer and respond in a manner that exceeds a customer's expectations.

We have selected the most critical skills needed in order to deliver supreme customer service. The activities selected for this intervention allow the learner to transcend a wide range of barriers in business, such as personality problems, poor leadership, inferior product and many more.

Supreme customer service increases customer loyalty and builds a positive self-esteem!

### COURSE OUTLINE

- Active Listening;
- Approachability;
- Attention and Focus;
- Building accurate selling and service skills that enhance a long term customer focused relationship;
- Customer Centricity: The human element is still the best and most rewarding aspect to address when driving customer-centric initiatives.
- Customer Loyalty: This is created from the depth of the relationship;
- Customer Service: The Skills and the strategies involved in the ultimate customer experience;
- Effective Use of technology associated with selling skills;
- Empathy and understanding customer behaviour;
- Employee states, attitudes and competencies: enhancing the characteristics;
- Energy Levels;
- Enhanced Customer Service : Motivating and rewarding people;
- Getting to Know Your Customer;
- Managing complaints effectively;
- Negotiation and agreement skills;
- Personal Resilience;
- Persuasive Writing;
- Positive Attitude;

- Problem Solving and Creativity;
- Supreme Service Skills;
- Turning customer information into insight: Attracting and retaining people;
- Winning Presentation skills.

## **COURSE OUTCOMES**

Upon successful completion of this course learners will be able to:

- Define customer service according to the latest service models and behaviours;
- Value customer centricity and recognise it as a comprehensive phenomenon in the entire organisation (including but limited to product, process, market and people.)
- Describe your customer in a comprehensive manner in order to respond to your customer's unique needs and style, (including but not limited to customer culture, personality type, and situational needs.)
- Follow proven service processes for Face-to-face, telephonic and e-mail opportunities and adapt these to different customer types;
- Enact supreme service skills used during customer service processes in order to impress a wide range of customer types, (including but not limited to attitude, rapport, questioning, listening, responding and closing);
- Understand the core business strategy of success today that is in identifying, attracting, engaging and retaining a company's most valuable customers through a consistently individualised, differentiated, and wherever possible, personalised service and experience;
- Understanding that knowledge is power in any industry and realising that the more you know about human behaviour, the more you can identify and create a lasting relationship with the customer;
- Recognise the importance of problem solving and creativity in giving customers what they want and then delighting them;
- Create your own personal brand that the customer can identify with and create a trust based customer focused relationship.