



THREE-DAY SKILLS PROGRAMME ON:
CUSTOMER CARE AND SERVICE EXCELLENCE

(Apply client service techniques to improve service delivery)

Accredited with PSeta-Aligned to US: 120310, NQF5,6 credits

COURSE OBJECTIVES:

Providing outstanding customer service often makes the difference between gaining and keeping a customer or losing one. This course offers the tools and techniques to ensure you build and maintain mutually beneficial relationships with your customers. As a result, they become loyal advocates for you and your organisation. This skills programme explains why attention to detail is a key to success and a mark of real professionalism in any job. Learners also learn to evaluate their own experience and responsibilities as customers – preparing them to identify with and ensure cooperation from those served. Learners will learn what exceptional service is, how to project a customer-friendly image, how to handle demanding customers, and more.

This course is intended for elected political leaders and Public sector officials involved with the service delivery activities that require use of public assets to render services to the communities

COURSE OUTLINE:

Session One

Superior customer service – definition and evaluation;
Becoming customer centered – mediocre, zero or serious effort;
Analyse the relationship between service communication and client behavior characteristics;
Customer psychology;
Critical impact moments.

Session Two

Customer care checklist;
Apply client service techniques;
Interpersonal effectiveness;
Non-verbal impactors;
Corporate and personal image;
Body language – posture, eye-contact, gestures;

Session Three

Verbal impactors – GAFSG
Reactive vs. proactive language
Critical service dimensions
Listening techniques – active vs. passive listening
Apply client service to high-risk customer relations



Session Four

Apply professional conduct in service provision

Role playing – video-recorded interaction between client and service agent

Observation and evaluation

Assignments

Session Five

Effective vocal usage – flexibility and clarity

Resonance and articulation

Practical exercises

Session Six

Assertiveness vs. Aggression

Creative problem solving

Shining in difficult situations and handling irate clients

Role playing – observation and evaluation

Session Seven

The peak performance programme

Securing mental attitude

The six characteristics of a solidly positive mental attitude

Questions and closure

COURSE OUTCOMES:

- Analysing the relationship between service communication and client behavior and characteristics;
- Applying client service techniques;
- Applying client techniques to high-risk customer relations;
- Applying professional conduct in service provision.