

	 
This programme is accredited with the Public Sector SETA.	LeMark Training & Development is an accredited provider of Education and Training with the Services SETA, ETQA. Provider Entity Number: (0149) Company Reg. No: 2010/002646/07 (was 2001/025985/23) ACCREDITATION STATUS: FULLY ACCREDITED

GET SOME \$\$\$ MONEY \$\$\$ BACK – FOR INVESTING IN YOUR STAFF - CLAIM YOUR LEVIES BACK
 We are fully SETA accredited and that means you can claim up to 50% of the Course fee back from your SETA, subject to your SETA Terms and Conditions.
 Contact us for a no-obligation Quotation for groups or In-house Training at: 012 654 4288 or info@lemark.co.za

3-DAY ACCREDITED SKILLS PROGRAMME ON:

CUSTOMER CARE & SERVICE EXCELLENCE

(Apply Client Service Techniques to Improve Service Delivery)

Aligned to US: 120310, NQF Level 5, 6 Credits

08-10 December 2025

Next Dates: TBA 2026

Venue: Centurion, Pretoria

INTRODUCTION/OVERVIEW:

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.

WHO SHOULD ATTEND:

This programme is intended for:

- ❖ Elected political leaders;
- ❖ Public sector officials involved with the service delivery activities that require use of public assets to render services to the communities;
- ❖ Front-desk officials;
- ❖ Private sector officials responsible for Customer Care;
- ❖ Heads of service delivery departments/directorates/units;
- ❖ Supervisors;
- ❖ Training officials.



Enquiries: Tel: (012) 654 4288. **Compliments and Complaints to:** management@lemark.co.za. **Sales Team:** sales@lemark.co.za; sales1@lemark.co.za; sales3@lemark.co.za or admin@lemark.co.za. Sales Cell: 083 417 3090. PO Box 14047 Clubview, 0014. Website: www.lemark.co.za. Terms & Conditions apply to all LeMark Training Interventions.

This programme will contribute to the development of management skills of South Africa's public officials and political executives, strategic executive managers and other role-players contributing to the development of improved service delivery to communities.

The qualifying learner will be able to apply the appropriate knowledge, skills and values to employ client service techniques that are suited to varying customer behaviour and characteristics.

MINIMUM ENTRY REQUIREMENTS:

- ❖ It is assumed that learners are competent in:
 - o Communication at NQF Level 4;
 - o Mathematical Literacy at NQF Level 4.
- ❖ Learners attending the course will be required to supply certified copies of their Identity Document and Matric Certificate.

PROGRAMME OUTCOME & ASSESSMENT CRITERIA:

Most companies have slogans that boast: "Customer satisfaction guaranteed."

In today's competitive marketplace, satisfying the customer is not enough – delivering **superior** service and going that extra mile to ensure your customer will return, requires a dedicated employee.

This three-day programme is designed to create awareness of every employee's responsibility towards the organisation's customers and to grow true customer loyalty. Suggested techniques are practical, easy and rewarding. Role-playing in various recorded scenarios followed by evaluation will affirm the most appropriate responses and behaviour.

The programme furthermore focuses on growing the individual as a whole and enhancing self-confidence and efficiency.

After successful completion of this skills programme, self-study and assignment the learner will be able to:

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

PROGRAMME CONTENT/OUTLINE:

- ❖ **DAY ONE: IDENTIFY CUSTOMER NEEDS**
 - o **SESSION ONE: Customer Service Principles**
 - 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.
 - o **SESSION TWO: Customer Service and Effective Communication**
 - Customer care checklist;
 - Apply client service techniques;
 - Interpersonal effectiveness;
 - Non-verbal impactors;
 - Corporate and personal image;
 - Body language – posture, eye-contact, gestures.

❖ **DAY TWO: CLIENT SERVICE TECHNIQUES**o **SESSION THREE: Getting Information**

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

o **SESSION FOUR:**

- Apply professional conduct in service provision;
- Role playing – video-recorded interaction between client and service agent;
- Observation and evaluation;
- Assignments.

o **SESSION FIVE:**

- Effective vocal usage – flexibility and clarity;
- Resonance and articulation;
- Practical exercises.

❖ **DAY THREE: DEMONSTRATE THE ABILITY TO DEAL WITH DIFFICULT AND HIGH RISK CLIENTS**o **SESSION SIX: Empathy and Assertiveness vs Aggression**

- Assertiveness vs. Aggression;
- Creative problem solving;
- Shining in difficult situations and handling irate clients;
- Role playing – observation and evaluation.

o **SESSION SEVEN:**

- The peak performance programme;
- Securing mental attitude;
- The six characteristics of a solidly positive mental attitude;
- Questions and closure.

o **SESSION EIGHT: Recognise and Apply The Principles of Batho Pele In Servicing Your Customers**

- Batho Pele Principles;
- The purposes of Batho Pele principles;
- Implication of the Batho Pele Principles;;
- How to apply the principles of Batho Pele to your work;
- Successful implementation of Batho Pele principles;
- Batho Pele and Public Service;
- The Batho Pele Handbook:
 - Professional conduct in service provision;
 - Service delivery improvement plans;
 - Service delivery improvements and client confidentiality.

o **SESSION NINE**

- Effective Telephone Skills.

UNIT STANDARD:

This programme is aligned to the following Unit Standard: **120310. Unit Standard Title:** Apply client service techniques to improve service delivery. This core unit standard is an extract of the following qualification: *National Certificate: Public Administration (50060) NQF Level 5, 6 Credits.*

PROGRAMME ACCREDITATION:

This skills programme is accredited with the PSETA (Public Sector SETA).

ASSESSMENT:

Learners will have to prove their competence in applying the knowledge, skills and behaviour learnt during class exercises and group work. Each learner must submit a portfolio of evidence within a specific time-frame.

RE-SUBMISSIONS:

When a learner is found Not Yet Competent they will be given one chance to re-submit; they will have 7 days (weekends & holidays included) to complete their PoE/Assignment. Should they not meet this deadline or if they are found Not Competent for the second time they will have to book, pay and attend the programme/course at their own expense.

CERTIFICATION:

The attendance of the first day of class as well as a total minimum of 80% class attendance is compulsory in order to be eligible to hand in your PoE/ Assignment. After the successful completion of this skills programme and the portfolio of evidence (PoE), learners will receive a **PSETA Certificate of Competence**. Alternatively learners will receive a **LeMark Letter of Attendance**.

RATE: R8 505.00 (incl. VAT) Per Person (Breakfast, Lunch, Refreshments & Study Material).

VENUE: Centurion/ Pretoria.

REFERENCE NUMBER: Please Use Your Invoice Number.

CLOSING DATE FOR REGISTRATION: Last Working Day before Programme Starts.

CANCELLATION DATE: 7 Working Days before Programme Starts.

INTELLECTUAL PROPERTY RIGHTS:**Definitions:**

- **"Intellectual Property"** means intellectual capital embodied in any and all technical and commercial information, including, but not limited to chemical structures, biological or chemical information, manufacturing techniques and designs, specifications and formulae, know-how, data, systems and processes, production methods, methodologies, trade secrets, undisclosed inventions, financial and marketing information, as well as registered and unregistered intellectual property in the form of patents, trademarks, designs and plant breeders' rights (whether granted, registered or applied for, and copyright in any works including literary works or computer software programmes).
- **The Service Provider** – means LeMark Training & Development Pty Ltd or LeMark.
- **The Client** – means the person the quote/marketing outline is addressed to and the training/consultation will be done for.

On acceptance of this quotation for services to be rendered as per marketing letter outline, the Service Provider (LeMark Training & Development Pty Ltd) shall retain ownership in the copyright in its pre-existing intellectual property, in particular the copyright in the Training Manual/Modules, as well as its working papers and, for purposes of clarity, shall own its methodologies and intellectual property on its investigative techniques, evidence collection methods, skill, expertise etc.

- The Service Provider warrants that it is the developer of the Training Materials/Manual/Modules, that copyright vests therein, and that such copyright is owned by the Service Provider.
- **The Client** acknowledges that copyright in the Training **Materials/Manual/Modules** vests in the Service Provider and that use of the Training Material is under license from the Service Provider, for purposes of the Project, and subject to the provisions contained in the Agreement.
- The parties agree that no documentation between the parties constitute an assignment of the ownership of the copyright in the Training Manual/Materials/Modules.
- **The Client** undertakes not to attack, or support an attack, on the ownership of the copyright in the Training Materials/Manual/Modules of the Service Provider and to promptly report any possible infringements thereof to the Service Provider.
- **The Client** undertakes not to use, amend, modify or alter the Training Materials/Manual/Modules, without the express written permission of the Service Provider.

TERMS, CONDITIONS & DISCLAIMER:

- **Admission conditions and cancellation policy applies.** For full details contact LeMark Training & Development (Pty) Ltd (LeMark) or visit our web site: www.lemark.co.za. LeMark **reserves the right to postpone/reschedule or cancel SCHEDULED skills programmes or courses** should the number of bookings not justify the presentation of the event. **The liability** of LeMark in the event of a skills programme, seminar or course being cancelled will be limited to a refund of the event fees to the delegate.
- **An official booking form confirmation (LeMark Complete Registration Form) must be received from the Customer in order to reserve a place for all the LeMark Scheduled Training Programmes.**
- **Prior to the receipt, acceptance and acknowledgement by LeMark of your confirmation/booking (registration form/s), you will not be deemed as booked. (Please refer to Booking Procedure and Confirmation Instructions).**
- **It is the responsibility of the Customer to enquire should they not receive a confirmation from LeMark after they have submitted a registration form or payment for training.**
- We **reserve the right to change the venue and the order of the presentation** or, if absolutely necessary, to substitute a **facilitator or presenter**.
- LeMark is **ACCREDITED by the SERVICES SETA** as an institution delivering quality education and training - Provider. Entity Number: (0149)2010/002646/02 (was 2001/025985/23).
- **Price and availability** is subject to change without notice; although we try to assure accuracy, LeMark cannot be responsible for typographical or photo errors on our website, electronic and printed material.

The LeMark Customer Service Charter

The first principle toward which LeMark strives is total client satisfaction. Our full promise to you is listed on our website www.lemark.co.za.

We would love to hear from you, our valued client, if you feel we are not fulfilling our promise to you!

**Please Note: The LeMark Course Rate Includes:
Provision of Training, Assessment, Moderation & Certification Costs!**