

Your #1 Private College of choice

for Artisan Development
Learnerships, Business and
other Skills Programmes.

CUSTOMER AWARENESS

OVERVIEW

Providing customer service is one of the most valuable tools businesses can utilise to attract and retain customers. Training employees to adopt a service excellence approach is to equip them to deal with day-to-day challenges and stay on the forefront in an ever-increasing competitive environment. Customer service skills equip employees with the skills to create enhanced relationships with their customers. This has all the benefits of increasing customer loyalty and over time an increment in sales and market share.

The typical scope of this Unit Standard is:

- Customer enquiries from internal and external customers including, but not limited to, needs, problems, complaints, requests for specific information and enquiries of a general nature.
- Customer interaction may be face to face and/or on the telephone.
- An approach to a customer includes, but is not limited to resolving conflict, dealing with aggression, empathy and awareness of issues of diversity.

PROGRAMME OUTLINE:

Each action will contribute to improved relationships, effective contributions and ownership of own responsibilities.

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| <ul style="list-style-type: none"> ➤ Explain customer service. ➤ Engaging in an interaction with a customer. ➤ Demonstrating communication skills in responding to a customer. ➤ Processing a query in order to respond to a customer's needs. | <ul style="list-style-type: none"> ➤ Knowing how to behave in a business environment. ➤ Interpreting body language in a business context. ➤ Interacting with people in a business setting. ➤ Assessing own professional behaviour in a business setting. |
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Specifications and Duration:

Credits: 6 | Duration: 3 Days

Entry Requirements:

NQF Level 1 or GR9 qualification

The college reserves the right to allow entry based on individual evaluation criteria.

Equip! • Empower! • Excel!