

Advanced Customer Service Excellence

1. Overview

This programme equips participants with the knowledge and skills to monitor, evaluate, and improve customer service within a business or contact centre environment. participants will:

- Develop the ability to assess customer interactions and satisfaction.
- Identify key touch points and areas impacting customer service.
- Implement solutions to enhance service delivery and customer experience.
- Apply skills relevant to marketing, contact centre supervision, and business management contexts.

This programme is particularly valuable for learners working towards a National Diploma in Contact Centre Management, Marketing, or Customer Management, as well as entrepreneurs seeking to strengthen their customer service capabilities.

2. Programme Outcome:

- Monitor interactions between frontline customer service providers and customers
- Evaluate customer satisfaction and feedback
- Identify and monitor key performance areas in customer service
- Recognise customer touch points and assess their impact
- Determine solutions for areas of customer service improvement
- Implement changes to enhance service delivery and customer experience
- Analyse service performance data to inform continuous improvement strategies

Qualification:

Certificate of Completion

Duration:

2-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0011

SAQA US:

10052 & 10054

NQF Level:

5

Credits:

12

Entry Requirements:

Communication & Mathematical Literacy at NQF 4

Training Options:

Online - Each participant will receive the programme materials and resources are emailed to the participants. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive the learning material by email to the participant. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(10052 US):** Monitor handling of customers by frontline customer service
- **(10054 US):** Identify and manage areas of customer service impact

4. Topics

Module 1: Introduction to Customer Service Management

- Role of customer service in business success
- Importance of monitoring and evaluation
- Overview of key performance areas in customer service

Module 2: Monitoring Customer Interactions

- Observing frontline service delivery
- Evaluating communication and behaviour
- Techniques for assessing customer satisfaction

Module 3: Customer Touch Points and Service Impact

- Identifying all customer interaction points
- Analysing impact on customer experience
- Prioritising touch points for improvement

Module 4: Evaluating Customer Satisfaction

- Methods for gathering and analysing feedback
- Measuring customer expectations vs experience
- Reporting satisfaction levels and trends

Module 5: Identifying Areas for Improvement

- Analysing weaknesses and bottlenecks in service delivery
- Developing actionable improvement strategies
- Setting performance benchmarks and targets

We trust that the above is in order and look forward to hearing from you for Implementation

Module 6: Implementing Service Enhancements

- Actioning changes in processes or behaviours
- Monitoring the effect of improvements
- Continuous improvement cycles in customer service

Module 7: Practical Exercises and Case Studies

- Real-life monitoring and evaluation simulations
- Role-playing customer interactions
- Problem-solving for service impact areas
- Action planning for improvement

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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