

Customer Relationship Excellence

1. Overview

This Workplace-Based Learning Programme (WBLP) equips participants with the essential skills, knowledge, and practical understanding needed to manage and enhance customer relationships effectively. Participants will gain expertise in creating customer-focused strategies, delivering exceptional service, and using technology to support relationship management. The programme prepares participants to contribute to a customer-centric business culture while strengthening stakeholder engagement.

2. Programme Outcome:

- Understand the principles of Customer Relationship Management (CRM)
- Explore the role of relationship marketing in business success
- Build and maintain strong customer relationships
- Deliver high-quality customer service consistently
- Apply effective processes for customer service management
- Utilise technology to enhance CRM operations
- Develop and maintain relationships with internal and external stakeholders
- Plan and implement CRM strategies within an organisation

Qualification:

Certificate of Completion

Duration:

3-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0783

SAQA US:

10053 & 10054

NQF Level:

5

Credits:

14

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

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

3. Programme Content

- **(10053 US):** Manage customer requirements and needs and implement action plans
- **(10054 US):** Identify and manage areas of customer service impact

4. 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.

5. 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.

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