

Customer Service Excellence

1. Overview

The purpose of this programme is to equip participants with the knowledge and skills required to monitor, evaluate, and improve customer service delivery within their organisations.

Participants will develop the ability to identify customer needs and service impact areas, monitor customer interactions and satisfaction, and implement corrective actions to maintain high service standards.

The programme supports both internal and external customer relationship management, ensuring that service excellence aligns with organisational goals and values.

2. Programme Outcome:

- Identify and distinguish between internal and external customers
- Explain and apply organisational customer service standards
- Monitor the quality of customer interactions and service delivery by frontline teams
- Measure and analyse customer satisfaction levels using qualitative and quantitative methods
- Identify key customer service “touchpoints” and areas that impact customer experience
- Recommend and implement corrective or improvement actions
- Manage and report on key customer service performance indicators

Qualification:

Certificate of Completion

Duration:

3-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0554

SAQA US:

242829, 10052, 10054

NQF Level:

5

Credits:

17

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

- **(242829 US):** Monitor the level of service to a range of customers
- **(10052 US):** Monitor handling of customers by frontline customer service
- **(10054 US):** Identify and manage areas of customer service impact

4. Topics

Module 1: Monitoring the Level of Service to a Range of Customers

- Understanding customer service in an organisational context
- Internal vs. external customers and their differing needs
- Organisational standards and service level agreements (SLAs)
- Customer satisfaction: meaning, drivers, and measurement techniques
- Collecting and analysing customer feedback (surveys, complaints, performance data)
- Identifying service gaps and root causes of dissatisfaction
- Developing and recommending corrective or preventive actions
- Reporting on customer service performance
- Aligning service monitoring with organisational strategy

Module 2: Monitoring Handling of Customers by Frontline Customer Service

- The role of the frontline in customer relationship management
- Observing and assessing customer interactions (face-to-face, telephone, online)
- Communication and behavioural standards in customer service
- Key performance indicators (KPIs) and service benchmarks
- Monitoring customer satisfaction through direct and indirect observation
- Feedback techniques: coaching, mentoring, and performance improvement
- Identifying trends and patterns in customer complaints and compliments
- Using monitoring results to drive service excellence
- Developing action plans for continuous improvement

Module 3: Identifying and Managing Areas of Customer Service Impact

- Understanding customer journey mapping and service touchpoints
- Analysing the customer experience from initial contact to service completion
- Identifying critical impact areas: systems, people, processes, and communication

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

- Gathering and analysing customer feedback and service data
- Developing creative and practical solutions to improve service delivery
- Implementing changes within teams and departments
- Managing change and overcoming resistance
- Measuring the impact of improvements on service quality and satisfaction
- Continuous improvement through feedback loops and monitoring

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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