

Customer Service Excellence and Ethical Leadership

1. Overview

This targeted programme equips junior managers, supervisors, and frontline leaders with the skills and knowledge to deliver exceptional customer service while fostering ethical behaviour and professionalism within their teams. Participants will learn to lead by example, conduct effective meetings, and monitor service delivery standards in alignment with organisational expectations.

Recognising that customer experience is shaped by both external interactions and internal practices, this programme addresses service excellence, ethical conduct, and team management through practical tools, structured learning, and real-world workplace scenarios.

2. Programme Outcome:

- Prepare and facilitate effective meetings
- Manage differing perspectives during discussions
- Record and distribute accurate meeting outcomes
- Explain personal ethics and the moral compass
- Understand and apply the organisation's code of conduct
- Promote ethical behaviour within their teams
- Identify internal and external customers
- Explain and uphold organisational service standards
- Monitor and measure customer satisfaction
- Recommend and implement corrective actions

Qualification:	Certificate of Completion
Duration:	3-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0082
SAQA US:	242816, 242815, 242829
NQF Level:	4
Credits:	15
Entry Requirements:	Communication & Mathematical Literacy at NQF 3
Training Options:	Online - Each participant will receive training resources, which contains all programme materials and resources. 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. 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) 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

- **(242816 US):** Conduct a structured meeting
- **(242815 US):** Apply the organisation's code of conduct in a work environment
- **(242829 US):** Monitor the level of service to a range of customers

4. Topics

➤ **Module 1: Monitoring and Enhancing Customer Service**

- Identify internal and external customers
- Explain organisational service standards
- Measure customer satisfaction
- Recommend corrective service actions

➤ **Module 2: Ethics and Professional Conduct**

- Understand personal ethics and moral responsibility
- Interpret and apply their company's code of conduct
- Promote ethical conduct and accountability within their teams

➤ **Module 3: Structured Meetings for Customer-Centric Teams**

- Prepare agendas and supporting documents
- Facilitate meetings to meet clear objectives
- Manage differing views during discussions
- Record and distribute accurate meeting minutes

5. Target Audience

- Supervisors
- Junior Managers
- Team Leaders
- Frontline Coordinators
- Customer Service Representatives

6. How will the Organisation Benefit

- Improved customer satisfaction through consistent service monitoring
- More ethical, professional, and accountable team conduct
- Smoother team communication through effective meetings
- Enhanced ability to resolve customer complaints and implement feedback
- A more engaged and informed supervisory team

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

7. 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 candidates will receive a certificate of completion.

8. 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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