

Customer Service & Quality Monitoring

1. Overview

This programme is designed to equip participants with the knowledge and practical skills required to monitor and improve customer service levels within an organisation. Participants will develop the ability to identify customer needs, understand organisational service standards, measure customer satisfaction, and recommend corrective actions to improve service delivery for both internal and external customers.

2. Programme Outcomes:

- Identify internal and external customers within an organisation
- Explain the customer service standards expected by the organisation
- Measure and evaluate customer satisfaction on an ongoing basis
- Analyse customer feedback and service performance
- Recommend and implement corrective actions to improve customer service
- Maintain positive customer relationships and support organisational objectives

Qualification:

Certificate of Completion

Duration:

1-Month

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0118

SAQA US:

242829

NQF Level:

4

Credits:

5

Entry Requirements:

Communication & Mathematical Literacy at NQF 3

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. 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 access to an online portal for online content, resources, and self-paced activities. 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

- **(242829 US):** Monitor the level of service to a range of customers

4. Topics

Module 1: Introduction to Customer Service

- Definition and importance of customer service
- Principles of excellent customer service
- The impact of customer service on organisational success
- Roles and responsibilities in customer service

Module 2: Identifying Internal and External Customers

- Understanding internal customers
- Understanding external customers
- Customer needs and expectations
- Building positive customer relationships
- Communication with customers

Module 3: Organisational Customer Service Standards

- Customer service policies and procedures
- Service quality standards
- Professionalism and workplace ethics
- Response times and service delivery expectations
- Managing customer interactions effectively

Module 4: Measuring Customer Satisfaction

- Methods of collecting customer feedback
- Customer surveys and questionnaires
- Monitoring complaints and compliments
- Evaluating service performance
- Recording and analysing customer information

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

Module 5: Handling Customer Complaints and Challenges

- Identifying service gaps
- Managing difficult customer situations
- Conflict resolution techniques
- Problem-solving strategies
- Escalation procedures

Module 6: Recommending Corrective Action

- Identifying areas for improvement
- Developing corrective action plans
- Monitoring implementation of improvements
- Reporting customer service issues
- Continuous improvement in service delivery

Module 7: Maintaining Customer Relationships

- Building customer loyalty
- Effective communication skills
- Teamwork in customer service
- Customer retention strategies
- Supporting organisational goals through service excellence

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.

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