

Customer Service & Cultural Awareness

1. Overview

This programme aims to develop the skills needed to communicate effectively, show cultural awareness, handle customer interactions, resolve conflicts, and support new staff, helping to create a positive and professional workplace environment.

2. Programme Outcomes:

- Each participant should be able to communicate effectively with tourists of different cultures
- Learners should also be able to take steps to resolve differences that arise as a result of cultural diversity
- The participant must at all times ensure that the satisfaction of customers is maintained through effective communication
- This includes all aspects of customer care especially dealing with complaints and requests
- All those operating in a business environment must be able to use the telephone effectively
- This includes individual use as well as the relaying of messages for others
- Identify a conflict situation and communicate in such a way that the conflict can be resolved in a constructive manner
- Learners achieving this unit standard should help new employees feel welcome and should assist them in becoming productive as quickly as possible

Qualification:

Certificate of Completion

Duration:

3-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0101

SAQA US:

7791, 7836, 7790

NQF Level:

4

Credits:

10

Entry Requirements:

Communication & Mathematical Literacy at NQF 3

Training Options:

Online - Each participant will receive access to an online portal for online content, where all programme materials and resources are available if required to download or they may be emailed directly to the participants. Training is delivered fully online, and participants will join scheduled Moodle sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. The MS Teams platform is an alternative which may also be utilised by participants, participants would be sent programme materials electronically prior to commencement of the programme.

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 at the client's premises or providers campus with a facilitator. 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 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

- **(7791 US):** Display cultural awareness in dealing with customers and colleagues
- **(7836 US):** Monitor customer satisfaction
- **(7790 US):** Process incoming and outgoing telephone calls

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