

Retail Customer Service Excellence

1. Overview

This programme is designed to equip participants with the knowledge and practical skills required to prepare professional business reports, develop effective customer service policies, and build productive working relationships within the workplace. Participants will develop competencies in business communication, customer service management, teamwork, and interpersonal communication to improve customer satisfaction and organisational performance.

2. Programme Outcome:

- Prepare and present professional business reports
- Apply effective written and verbal communication techniques in the workplace
- Develop customer service policies that align with organisational objectives
- Apply research-based techniques to improve customer service delivery
- Monitor and evaluate customer service standards
- Build and maintain effective working relationships with colleagues and clients
- Demonstrate teamwork and collaboration in achieving organisational goals
- Apply professional and ethical workplace communication practices
- Contribute to continuous improvement in customer service and workplace performance

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0543

SAQA US:

8252, 8255, 12609

NQF Level:

5

Credits:

22

Entry Requirements:

Hold a qualification or demonstrate competence at NQF Level 4 or equivalent

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

3. Programme Content

- **(8252 US):** Writing business reports in Retail/Wholesale practices
- **(8255 US):** Developing customer service policy
- **(12609 US):** Contribute to effective working relationships

4. Topics

Module 1: Business Report Writing

- Principles of business communication
- Types of business reports
- Planning and structuring reports
- Gathering and analysing information
- Writing recommendations and conclusions
- Editing and proofreading business reports

Module 2: Customer Service Policy Development

- Principles of customer service
- Understanding customer needs and expectations
- Developing customer service policies
- Customer service standards and procedures
- Research techniques for customer service improvement
- Measuring customer satisfaction
- Reviewing and improving customer service policies

Module 3: Building Effective Working Relationships

- Workplace communication skills
- Professional behaviour and ethics
- Building trust and respect
- Working effectively with colleagues and clients
- Teamwork and collaboration
- Managing workplace conflict
- Maintaining positive working relationships

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

Module 4: Customer Service Excellence

- Communication with customers
- Handling customer enquiries and complaints
- Problem-solving in customer service
- Delivering quality customer experiences
- Continuous improvement in customer service

Module 5: Professional Workplace Practice

- Time management
- Decision-making and problem-solving
- Workplace accountability
- Communication best practices
- Personal and professional development

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