

CUSTOMER CARE [SOF002]

Care for and Liaise with a range of Customers of a Business

SAQA Unit Standard: 246740 **Credits:** 3 **NQF level:** 4

SAQA Unit Standard: 252218 **Credits:** 4 **NQF level:** 4

Duration: 1 day

OVERVIEW:

The person credited with these two unit standards will be able to explain the benefits of customer service; initiate contact with customers (internal and external); maintain contact with them and administer the contact with customers to ensure effectiveness.

The learner will be able to meet customer needs and expectations in a positive manner and recognise and resolve customer complaints that may arise. Workshop participants will be able to identify opportunities for enhancing the quality of service to customers, thereby enhancing their overall experience.

The benefits of this to the sub-sector should be very deep and widespread indeed, because it impacts on the work of every service provider. A more caring and supportive approach to clients that meets their legitimate needs, leads to satisfaction and the increases the probability of return business. Good customer service is only average, to be successful you need excellent customer service if you want to be noticed and ensure repeat business.

On completion of this training, participants will be able to:

- Know and understand one's self, (i.e. personal strengths and weaknesses)
- Identify customer needs and expectations
- Recognise customer dissatisfaction and take action to resolve the situation
- Identify and use opportunities to enhance the quality of customer service
- Communicate with all customers
- Explain the benefits of customer liaison
- Initiate contact with a range of customers
- Maintain contact with a range of customers
- Administer contact with a range of customers

NB. Each attendee will be receive a workbook.
Candidates can request to be assessed. On successful completion of this workbook, the attendees will get a Certificate of Competence from the eAcademy as well as a Statement of Results from the MICT SETA.