

## CUSTOMER RELATIONSHIP MANAGEMENT

Creating Raving Fans

2 Days

Virtual | Blended | Online | Classroom

*(Credits gained towards a Further Education and Training Certificate: Marketing, NQF 4)*

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### 1. UNIT STANDARD

**Instill in oneself a personal marketing culture**

Unit Standard: 252209  
NQF Level: 4  
Credits: 4

### 2. PROGRAMME OVERVIEW

Every business has customers. Without customers, there is no business. This makes quality customer service essential to the survival of a business. Very often, customers develop a preference for a particular business based solely on the quality of customer care they receive. Customer service is a big factor in the difference between retention and churn.

During every interaction, customers evaluate, or re-evaluate, a company based on how they are being treated. How a company communicates with its customers has a direct effect on its bottom line.

The **Customer Service Skills** course teaches delegates the foundational skills required for good customer service, focusing on effective communication in all situations, especially challenging ones.

### 3. LEARNING OUTCOMES

At the end of the **Customer Service Skills** course, delegates will be able to:

- Create raving fans
- Build and maintain long lasting mutually beneficial relationships
- Create a lasting first impression
- Improve listening, questioning and feedback skills
- Accurately identifying the customer needs
- Communicate effectively when dealing with the four personality styles
- Enhance the Quality of Customer Service
- Create a customer-centric culture

***Growing People...Building Talent...Creating Leaders***

***Accreditation and Certifications***

*Microsoft, CompTIA, Certiport, Pearson Vue, CertNexus, ICDL, IMM,  
MICT, MerSeta, BankSeta, ICB (Fasset), W&R, ETDP, Services Seta, LGSeta & Growing...*

## 4. TARGET AUDIENCE

The **Customer Service Skills** course is ideal for staff that interact with customers daily, whether it's in-person, over-the-phone, or via text-based communication. It is designed for drivers, administrators and contact centre staff who want to enhance every customer's experience. Corporate workers will improve their success rate when dealing with customers in a clear and articulate manner.

## 5. OUTLINE

<b>Module 1: Introduction to Customer Relationship Management</b>	<b>Module 2: Communicating with Customers</b>
Customer Service and the moment of Truth Who is the customer? How do we create raving fans? The Importance and benefit of Customer Service Different types of Customers and personality styles	The communication model of the mind Case Studies in Communications Rating and improving your Communication Skills Improving your Listening, Questioning and Feedback Skills
<b>Module 3: Handling Customer Complaints</b>	<b>Module 4: Relationship Building</b>
Dealing with the angry and challenging Customer / Situation Identifying the Problem and recommending appropriate Solutions	Creating verbal and non-verbal rapport: Physiology, Voice tonality, Words Identifying Customer Needs Maintaining ongoing Relationships
<b>Module 5: Identifying Opportunities to Enhance the Quality of Service</b>	
Customer Service and the moment of Truth Who is the customer? How do we create raving fans? The Importance and benefit of Customer Service Different types of Customers and personality styles	

## 6. TRAINING METHODOLOGY

All training interventions can be facilitated via Online, Virtual Instructor-Led Training, Face-to-Face, or through a Custom Blended approach.

Demonstrations, role-plays, experiential exercises, discussion activities and videos are used to encourage participation among delegates. Upon course completion, a report will be provided with the facilitator's feedback on the delegate's performance which identifies areas for further development

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## 7. THE NEXT STEP

*On successful completion of a formal Portfolio of Evidence (PoE) credits are gained towards the following qualification:*

**Further Education and Training Certificate: Marketing NQF 4**

**You might also be interested in the following courses. Click on the course name to learn more.**

[Presenting Magically](#)

[Mastering Influencing Skills](#)

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[Upcoming Events](#)

**For in-house or customised training requirements**

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