



Africa Skills
FET College

*Equip!
Empower!
Excel!*

SKILLS PROGRAMME

CUSTOMER AWARENESS

Providing customer service is one of the most valuable tools businesses can nowadays utilise to attract and retain customers. Training employees to adopt a service excellence approach is to equip them to deal with day-to-day challenges and stay on the fore-front in an ever-increasing competitive environment.

Customer service skills equip employees with the skills to create enhanced relationships with their customers. This has the all-important benefit of increasing customer loyalty, and over time, and an increment in sales and market share.

Programme Outline

Each action will contribute to improved relationships, effective contributions and ownership of own responsibilities:

- Explaining customer service;
- Understanding your position as ambassador of the organisation;
- Advanced approach to the reception area;
- Successfully engaging in an interaction with a customer;
- Efficient behaviour in a business environment;
- Interpreting body language in a business context;
- Interacting with people in a business setting;
- Assessing your own professional behaviour in a business setting;
- Demonstrating communication skills in responding to a customer; and
- Correctly processing a query in order to respond effectively to a customer need.



MINIMUM REQUIREMENTS

- No formal experience required; and
- Competence in communication and mathematical literacy NQF level 1.

DURATION AND SPECIFICATION

- The duration of this programme is 2 days; and
- This programme is aligned to SAQA unit standard 114974 and 114959.

CERTIFICATION

- Certification is performed by Services SETA.

JOB OPPORTUNITIES

This programme will provide the delegate with a new and fresh approach: committed to become a proud ambassador and internal marketer of the workplace.