

OVERVIEW: Customer Service

Accredited against unit standard: 10054
"Identify and manage areas of customer service impact."
NQF level 5, with 6 credits

Customers are the foundation of a business and keep it in existence. Customers want more than just the product. They want more than a guarantee of quality. They want more than product performance. They insist on value and demand service.

A fresh approach rapidly taking shape in more enlightened businesses, encourages every employee to think creatively about the ways they can deliver legendary service. They are accountable, drive change and see themselves as a valued resource for guidance and encouragement.

Module 1

Change Agents

Business professionals who overcome any serious challenge are the ones that change the way they think about themselves. They convince themselves that they can change, and do change. Believing comes first – and then change.

- The team maturity model
- Are you a change agent?

Module 2

Effective Listening

In an attempt to offer great service, we often rush in with solutions. Failing to take the time to really understand the problem first, means that we are either speaking or preparing to speak. The result is often mis-communication, conflict and sheer frustration.

- Listen to understand; gain a clear picture of the customer's needs and concerns
- Question to uncover needs and diagnose first before offering a solution
- Check that understanding is accurate and pertinent
- Understand the impact of filters and what to do about them

OVERVIEW: Customer Service

Module 3

Impact Points

A moment of truth happens when a customer and the organisation come into contact with one another. Customers can experience 'magic' moments or 'tragic' moments. These impacts will form or change the customer's impression about the organisation, and its services and products.

- Moments of truth
- An interaction with an airline
- Our moments of truth
- Areas of vulnerability

Module 4

Developing Profitable Relationships

Whether in business or personal life, it is relationships with others that determine success. This module deals with different working styles, needs, values and what motivates people to act in certain ways.

- Apply insight into human behaviour – your own and that of others
- Switch off defence mechanisms when faced with negative comments and actions from others
- How the personalities impact customer service excellence

Module 5

Conflict Management

Dealing with upset people is one of the most challenging situations we face in the work place. However, conflict is not always negative. When managed effectively, it can be healthy and can lead to new ways of thinking, growth and innovation.

- What is conflict?
- The ingredients of conflict
- Conflict management strategies
- The price of conflict
- Dealing with conflict practically
- Resolving the conflict
- Diffusing anger

OVERVIEW: Customer Service

Module 6

The Internal Customer

It is imperative to develop internal customer service within an organisation as it is impossible to build happy external customers when you have unhappy internal customers.

- Why customers leave us
- Who are internal customers?
- Difference between internal and external customers
- A case study
- Essential tips for developing internal customer service

Module 7

Written Communication

The best advice in business writing is to be yourself, warm and personal. You are writing to real people, not an organisation. Your facts should be correct, complete and relevant and the number of words, and the words themselves, need to be short and concise.

- Accuracy, brevity and the three clarity rules
- Email etiquette
- The layout of an email from greeting to signature