



ADVANCED CUSTOMER CARE

CUST/ServProgr/5/0095)

Programme Name

Skills programme and Training Certificate in Advanced Customer Care, NQF Level 5, SAQA ID CUST/ServProgr/5/0095, 21 Credits.

Programme Purpose

- This programme is intended for individuals across service industries that are responsible for providing advanced customer service to a diverse range of local and foreign visitors.

Workplace Requirements

- Focus in the service industries.
- Providing advanced customer service to a diverse range of local and foreign visitor.

Programme Description

Each person that will successfully achieve this programme will be able to:

- The programme is aligned to good practice in customer relationship building, achieving high levels of customer satisfaction, using effective customer retention and service recovery strategies as well as monitoring and improving customer service levels
- It also focuses on appreciating the different dimensions of sustainable tourism to enhance tourism services throughout South Africa. The learner will be able to use a basic knowledge of South Africa and a local region to enhance their performance in a position that contributes to a tourist experience of South Africa. The Knowledge of South Africa contributes to a tourist experience of South Africa and its growing sense of nationhood.
- Essentially, this programme is intended to enhance the overall customer service experience, at the same time building service capability across the service industries

Target group

- This programme is intended for individuals across service industries that are responsible for providing advanced customer service to a diverse range of local and foreign visitor.

Entry Requirements

- It is assumed that the learner will be competent in Communication as NQF level 4 and it is also assumed that the candidate has achieved competence in Basic Customer Service as NQF Level 4.

Programme Outcomes

On completion of this Skills Programme, the learner will be able to:

- Improve Customer service
- The learner will demonstrate the ability to implement, improve and monitor customer service and satisfaction in order to meet and exceed customer expectations
- Sustainable Tourism
- The learner will demonstrate the ability to recognise the value of tourism and preserving natural and cultural sites.

Structure of the programme

The Skills Programme in Advanced Customer Care consists of:

- Classroom based learning
- On-the-job learning
- Assessment

Duration of the Programme

- Programme: 10 Days
- Training Days: 5 Days
- Assessment Days: 5 Days

Number of learners per class: Minimum 15

Programme Roll-Out:

Unit Standard Code	Unit standard Title	Level	Credits
14734	Deal with customers	5	8
7865	Improve service to customers	5	6
7836	Monitor customer satisfaction	4	3
8490	Contribute to sustainable tourism in South Africa	4	4
Total Credits			21