



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

The accredited Skills Programme: Advanced Customer Care at an NQF level 5, is an advanced occupational programme for individuals working across industries and positions in customer service. Those working with foreign tourists or visitors will benefit greatly from the programme.

The focus of the programme is building customer relationships through effective customer care. There is a strong emphasis on improving customer satisfaction, using retention techniques and recovery strategies and monitoring and improving customer service levels.

Delegates will gain practical skills and knowledge on customer service and how it relates to sustainable tourism in South Africa.

Target Audience

This programme is suitable for individuals across industries who provide advanced customer service to a diverse range of customers and local and foreign tourists.

Entry Requirements

Delegates must be competent in Communication, Mathematical Literacy and Basic Computer Service at NQF Level 5.

Additional Requirements

- You will need access to appropriate workplace activities in the service industry providing advanced customer care.
- Access to a range of local and foreign visitors.
- Access to a workplace mentor.
- Access to a PC, software and the internet.

Customer Service

Advanced Customer Care

CATHSSETA Statement of Results

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|------------|-----------------------|
| SP ID: | CUST/ServProgr/5/0095 |
| NQF Level: | 5 |
| Credits: | 21 |

Course Delivery & Assessment

We use a blend of inclass and virtual interactive learning, workplace learning, coaching and mentoring, theoretical assessment, practical workplace observation and self-study to embed skills.

You will need to:

- Attend all sessions.
- Complete practical workplace experiential learning and assignments.
- Demonstrate theoretical and practical understanding of programme content.
- Compile and submit a Portfolio of Evidence (PoE).

To receive your Statement Of Results, Advanced Customer Care, you will need to compile, submit and be found competent on a Portfolio of Evidence (PoE)

Learning Outcomes

By the end of the programme, you will be able to:

- Explain what customer service is.
- Interact with customers in different situations.
- Deal with complaints and irate customers.
- Implement, improve and monitor customer service and satisfaction to meet and exceed customer expectations.
- Understand sustainable tourism.
- Recognise the value of tourism and preserving natural and cultural sites.



Course Content

SP: Advanced Customer Care
Accreditation Body: CATHSSETA

SETA Skills Programme ID: CUST/ServProgr/5/0095
NQF Level: 5 | Credits: 21

Unit Standard 14734: Deal with Customers

- The customer as a source of revenue for a business
- The impact of the loss of regular customers
- The ways customers respond to poor service
- Deal with complaints and irate customers and take appropriate action
- How complaints and customer feedback can benefit an organisation
- Customers and confidentiality of information
- Anticipating customer needs
- Greeting customers
- Referring customers, complaints and irate customers to the appropriate person
- Promote services that are suitable for a customer
- Suggest improvements to customer service in different contexts

Unit Standard 7865: Improve Service to Customers

- Obtain feedback from customers to improve customer service according to organisational procedures
- Describe the importance of improving service while taking different cultures into account
- Implement a comprehensive long-term plan for raising and maintaining service levels

Unit Standard 7836: Monitor Customer Satisfaction

- Describe ways to obtain customer feedback
- The importance of interpersonal skills
- Methods to monitor staff and customer relations
- Describe the features and benefits of an organisations products and services and the importance of promoting them
- The importance of evaluating and dealing with complaints using negotiation and communication skills
- Understanding company standards
- Establish rapport with customers and maintain a professional relationship
- Identify customer requirements and decide how best to deal with requests
- Rectify customer complaints and suggest ways to improve customer complaint procedures

Unit Standard 8490: Contribute to Sustainable Tourism in South Africa

- Demonstrate a good understanding of ethics and values
- Understand the different roles, relationships, responsibilities, and expectations of stakeholders in the tourism experience
- The approaches to sustainable tourism
- Identify the resources integral to tourism
- Understand sustainability issues in the context of own performance
- Reflect on own contribution to sustainability within a tourism enterprise or project



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