

# CUSTOMER SERVICE MANAGEMENT

US 242829 / NQF Level 4 / Non-Credit Bearing

Customers are the lifeblood of an organisation.

Organisations that nurture and respect these relationships serve the needs of their customers, which leads to long term relationships that benefit both parties

## **WHO SHOULD ATTEND**

- All staff! Everyone has internal customers within the business
- Anyone dealing with external customers
- Sales people and Debtors Clerks
- Managers wanting to improve inter-departmental relationships
- Managers working with external customers

## **HOW YOU WILL BENEFIT**

- Customer service will improve – to both internal and external customers
- Internal relationships are enhanced
- Sales may well pick up as professional relationships grow and customer service agents develop a passion for serving their customers
- Skills and techniques for interacting better with customers are developed
- Measurement techniques are learned, which enables continuous improvement

## **WHAT WILL BE COVERED**

- The supply chain
- Internal and external customers
- Strengthening internal customer service orientation
- Strengthening external customer relationships
- Vocal intonation and Body language when interacting with customers
- Establishing rapport and developing professional relationships
- Setting customer service standards and measuring these
- The high cost of poor service
- Measuring customer service against organisational standards, and determining corrective action
- Performance evaluation for customer service personnel
- Methods of obtaining customer feedback
- Providing feedback to line managers and personnel
- Taking Corrective action

*Two-day course 08:30 -16:00*

*Tel: (031) 267 1229*

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## **TABLE OF CONTENTS**

<p align="center"><b>Module 1</b></p> <p align="center"><b>Identify internal and external customers, where applicable</b></p>	<p align="center"><b>Module 2</b></p> <p align="center"><b>Explain standards of customer service expected by the organisation</b></p>
<ul style="list-style-type: none"> <li>• Explain the supply chain of the organisation with examples</li> <li>• Identify the internal or external customers of the team leader's work unit with examples</li> </ul>	<ul style="list-style-type: none"> <li>• Key performance areas for the team regarding customer service, according to organisational requirements</li> <li>• The importance of maintaining and achieving customer service levels with examples</li> <li>• The consequences of poor service on the organisation's objectives with examples</li> </ul>
<p align="center"><b>Module 3</b></p> <p align="center"><b>Measure customer satisfaction on an on-going basis</b></p>	<p align="center"><b>Module 4</b></p> <p align="center"><b>Explain standards of customer service expected by the organisation</b></p>
<ul style="list-style-type: none"> <li>• Measure key performance areas against organisational standards</li> <li>• Record information regarding performance against accepted standards</li> </ul>	<ul style="list-style-type: none"> <li>• Provide feedback on performance to team members, according to Standard Operating Procedures</li> <li>• Identify corrective action, if required, and make recommendations to line management</li> </ul>