



Derek Hendrikz Consulting Presents:

Customer Service for Frontline Employees

Duration:	3-days
Max. Participants:	20
Facilitators:	1
NQF Level:	4
Total Credits:	8
SETQAA Accreditation:	Services SETA – Decision Number 2072

About the workshop:

This programme forms part of the Further Educational Training Certificate in Marketing (SAQA QUAL ID: 59276). The programme is designed to give participants the necessary knowledge and skills to establish a culture of 'customer service' within the organisation. Some of the areas covered during the programme are:

- Defining exceptional customer care.
- Establishing positive moments of truth.
- Managing "difficult" customers.
- Providing exceptional front desk service.
- Working with customer complaints and problems.
- Becoming customer driven.

The workshop outcome:

On completion of this workshop the participant should be able to contribute to the establishment of a culture of service excellence within the organisation through providing superior customer service.

SETQAA Accreditation:




On successful assessment of the learner's portfolio of evidence, he/she will be accredited on the following unit standards:

Unit Standard:	Unit Standard Number:	Credits:
Handle a range of customer complaints.	252210	4
Liaise with a range of customers of a business.	252218	4

For accreditation purposes, participants will be assessed on the following specific outcomes:

1. Identifying the customer's problem.
2. Committing to solving the customer complaint.
3. Arranging correct planning and solution to the customer's problems.
4. Communicating with all stakeholders.
5. Providing practical business solutions.
6. Explaining the benefits of customer liaison.
7. Initiating contact with a range of customers.
8. Maintaining contact with a range of customers.
9. Administering contact with a range of customers.

Included:

-  All programme materials and handouts.
-  Issuing of certificate on completion of programme.
-  Permanent record keeping of all programme results and assessments.





Training methodology:

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. Delegates must hand in a post-workshop assignment before a certificate will be issued. This post-workshop assignment will serve as the learners portfolio of evidence for credits claimed. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.




Programme:

Time:	Day 1:	Day 2:	Day 3:
08:00-10:00	Introduction to customer service excellence	Assertiveness and positive attitude in customer service	Managing customer contact
10:00-10:30	<i>Convenience Break</i>		
10:30-12:30	Understanding what customers want	Telephone skills	Turing moments of truth into 'wow'
12:30-13:30	<i>Lunch</i>		
13:30-15:00	Providing exceptional front desk service	Working with customer complaints & problems	Becoming customer driven
15:00-15:15	<i>Convenience Break</i>		
15:15-16:00	Day Review	Day Review	Programme Evaluation





Who Should Attend?

-  Frontline employees.
-  Secretaries & personal assistants.
-  All employees who work with customers.
-  Any person interested in practising effective customer service skills.

Day 1:***Introduction to customer service excellence***

-  The role & function of the front line employee.
-  Getting to grips with the customer service concept.
-  Customer service vs. service excellence.

Understanding what customers want

-  How to get rid of your customers – six fool proof ways.
-  Fortune 500 secrets to exceptional customer service.
-  Understanding the nano-age customer.
-  What customers really want.

Providing exceptional front desk service

- Representing the organisational purpose.
- Defining our customers.
- Front-line excellence demystified.
- Keys to success in delivering.

Day 2:

Assertiveness and positive attitude in customer service

- Assessing your attitude towards service excellence.
- The boundaries of responsibility.
- Working with self motivation.
- Assertiveness skills.

Telephone Skills

- Different types of telephone calls.
- Managing the call.
- Ending the call.

Working with customer complaints and problems

- Managing conflict assertively.
- Seven steps to handling difficult customers.
- Responding to complaints and problems.
- The danger of prejudice in customer service practice.

Day 3:

Managing customer contact

- Initiating customer contact.
- Administering customer contact.
- Process driven customer contact.

Turning moments of truth into 'wow'

- Understanding the 'moment of truth' concept.
- Turning 'moments of truth' into 'wow'.

Becoming customer driven

- Ten steps to becoming customer driven.
- Farming vs. hunting.

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