

Course Content

Why attend?

Everybody needs to know how to deal with customers in a way that will enhance relationships and improve their business. This course will ensure that the learner recognises the value of customer care standards – to maintain and improve communication with internal and external customers. Quality service determines whether customers purchase or not.

How long is this course?

1 Day

Who should attend?

Everybody: Call centre employees, front line personnel, individuals that form part of a process in a business environment, administration staff, sales teams, team leaders, supervisors, and junior management.

What will be covered?

Deal with Customer Enquiries

- Provide quality service to both internal and external customers
- Create positive interactions through clear communication
- Greet a customer and identify their need or problem
 - Greet the customer - to create a professional first impression
 - Identify, clarify and reflect the customer's need or problem
 - Apply questioning and listening skills for effective customer service
 - Resolve the customer's query according to organisational requirements
- Attend to customer telephonic and electronic requests
 - Answer the query promptly and efficiently
 - Supply the requested information or refuse the request
 - Record details of the customer's request for future reference
 - Conclude the call appropriately
- Refer a customer's request
 - Identify enquiries that should be referred – to who and why
 - Act upon queries of an unpredictable nature - with confidence
 - Apply the policy for dealing with unusual problems or queries
 - Reach an agreement with the customer on follow-up actions

Respond to Customer Complaints

- Use complaints to improve service
- Methods for handling complaints
- Acknowledge the customer complaint
- Obtain accurate and relevant information
- Promptly communicate complaints to senior staff for information and verification
- Feedback on the progress of the complaint to the customer
- Close the call using appropriate wording
- Record the interaction for future reference

Accreditation Information

Keybase is accredited with the Services Seta against SAQA US ID: 14338, NQF Level: 2, Credits: 2. This course is interactive and includes role plays, group discussions, and practical activities to ensure a clear understanding. Learners are supplied with course material, refreshments, and lunch.