

# Short Course

## Customer Awareness

### PURPOSE OF THE PROGRAMME

The purpose of this programme is to equip the learner with the necessary knowledge, skills and attitudes to apply customer care in a specific work environment.

### PROGRAMME OUTCOMES

On completion of this programme learners will be able to:

- Apply the skills of customer care in a specific work environment

### PROGRAMME OUTLINE

- Explain the principles of impressive customer service in the context of a specific industry and organisation.
- Apply knowledge of personality styles to respond appropriately to a customer.
- Analyse information in order to provide customer service.
- Suggest innovative solutions to respond to queries and improve customer service.
- Manage the relationship to retain customers.

### LEARNING ASSUMED TO BE IN PLACE

Delegates wishing to enroll on this programme should be competent in Computer Literacy, Mathematical Literacy and Communication at NQF level 3.

### METHODOLOGY

**Training Programme Duration:** 1 Day

**Assessment:** Learners will be formatively assessed in the classroom by means of activities.

**Certification:** Delegates will receive a certificate of attendance after completion of the programme.

### Unit Standard(s):

- 119676 – Apply the skills of customer care in a specific work environment

**NQF Level:** 4

**Credits:** 4

### TARGET GROUP

- First line managers
- Business owners
- Branch managers
- Entrepreneurs
- Administration clerks
- Sales Representatives

### BENEFITS

- Customer retention
- Reduced grievances
- Clearly identifiable training needs and career paths
- Improved opportunities to claim skills grants