



## FOSTER AND MAINTAIN CUSTOMER RELATIONS

### OUTLINE

#### **MODULE 1 - Describe organisational structures and products/services for specific contexts.**

- ✓ A definition and explanation of customer service is given which enhances organisational image and employee morale, and is consistent with company mission, vision and customer service policy.
- ✓ The organisational chain of command and reporting structure is described in a manner that is consistent with organisational management hierarchies, including purpose and functions of the respective levels of management.
- ✓ Identification of business units within the organisation and description of their functions, activities and products/services are clear and consistent with organisational structure, operational and work flow charts.
- ✓ Identification of internal and external suppliers and support service providers conforms to operational and work flow charts, as well as records of external suppliers/support service providers.

#### **MODULE 2 - Operate within a specific customer service system according to context requirements.**

- ✓ Identification and fulfillment of the specific responsibilities and activities required within a customer service chain are clear and consistent with specified job descriptions and key performance areas.
- ✓ Identification and description of customer service chains are clear and consistent with all organisational customer service activities required to satisfy the changing needs of the customer, as depicted by organisational customer service models.

#### **MODULE 3 - Identify customer needs and expectations within specific contexts.**

- ✓ Identification of customers is clear and consistent with organisational customer profiles.
- ✓ Description of service standards rendered, as perceived from customers' viewpoints, is consistent with feedback obtained from internal/external customer service audits.
- ✓ Identification and analysis of flaws and barriers in the customer service system are clear and consistent with management inspections and customer feedback.
- ✓ Categorisation of customer personalities/anticipated behaviour is accurate and improves customer relations through pro-active customer service response.
- ✓ Inclusion of persons with disabilities is facilitated to meet specific needs.

#### **MODULE 4 - Deal with customer complaints according to specified procedures.**

- ✓ Description of clear customer service complaint processes is consistent with company customer service policy and demonstrates a positive, creative and assertive attitude towards the organisation, as well as the customer, which leads to resolving complaints in a logical and professional manner.
- ✓ Description of after-sales service is clear and consistent with company policy and regulations.

- ✓ Identification and articulation of the `moments of truth` throughout the customer service chain, as perceived by the customer, are accurate, leads to the improvement of service standards and are consistent with agreed organisational standards and values.
- ✓ Actual service standards in a specific environment are compared to organisational customer service policies and recommendations for improvement lead to improved service standards.

**MODULE 5 - Choose interpersonal behaviours appropriate for occupational situations.**

- ✓ Identification of conflict situations and application of procedures/steps for resolving disputes/breakdowns in relations are appropriate for specific contexts.
- ✓ Relationships and communication networks take account of culture, organisational level and type of customers, emphasizing honest, open and respectful dialogue.
- ✓ Recommended ways of improving/modifying personal interaction techniques within a team/organisational environment are appropriate for specific context requirements.

**DURATION:**

Theoretical training: 3 days