



## Customer Service Excellence

Presented by the Department of Business Management, University of Pretoria

The short course in **Customer Service Excellence** will provide you with a comprehensive understanding of how the roles, attitudes and interactions of customer service consultants ultimately shape your clients' perception and value assessment of your organisation in presenting a unique product and/or service proposition. The course specifically focuses on identifying and modelling customer service delivery from a best-practice viewpoint while it also looks at how to motivate and maintain the morale of customer service staff and/or teams. The course further looks at methods of inspiring others to always deliver consistently and with high-quality service excellence always top of mind.

### Course content

#### Day 1

##### Introduction

- Why are service quality and customer satisfaction important?
- The GAPS model of service quality

##### Understanding customer expectations

- Types of service expectations
- Factors that influence customers' expectations
- Dealing with unrealistic expectations
- Exceeding customers' expectations
- Understanding changes in customers' expectations

NEXT PAGE 

*Shifting knowledge to insight*



# Customer Service Excellence

Presented by the Department of Business Management, University of Pretoria

## Day 2

### Understanding customer perceptions

- Service quality vs. customer satisfaction
- The five dimensions of service quality perceptions: reliability, responsiveness, assurance, empathy and tangibles
- Service encounters as the building blocks of customers' service perceptions
- Surveys, focus groups and mystery shopping: Easy ways to understand customers' expectations and perceptions

### Improving service delivery

- Mapping and improving service processes
- Developing customer-defined service standards
- Managing physical evidence and the servicescape

## Day 3

### Dealing with difficult customer situations

- Saying no: What to do when you can't say yes
- Dealing with difficult customers
- Service recovery: Recovering from and preventing service blunders
- Dealing with customer complaints

### Communicating with customers

- Phone etiquette and technique
- E-mail etiquette and writing
- Face-to-face verbal and non-verbal communication

## Learning outcomes

After successfully completing this course, you will be able to

- identify factors that influence customer expectations
- suggest ways to deal with unrealistic customer expectations
- distinguish between service quality and customer satisfaction
- discuss the five dimensions of service quality
- analyse existing service processes
- propose ways in which service processes can be improved
- discuss possible solutions when dealing with difficult customers
- distinguish between service recovery strategies when service failures occur, and
- identify appropriate phone and e-mail etiquette when communicating with customers.

## Who should enrol?

This course is ideal for anyone who would like to develop their customer service skills, knowledge and ability. It is ideal for all staff, sales people, managers, and supervisors in an organisation.

## Course fees

### R10 400.00 per delegate (VAT incl.)

Course fees include all course material and refreshments.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

## Admission requirements

Prospective delegates should at least have a National Senior Certificate (Grade 12).

## Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. As a public higher education institution, the University of Pretoria functions in accordance to the Higher Education Act 101 of 1997. Enterprises University of Pretoria offers short courses on behalf of the University and these short courses are not credit-bearing, and do not lead to formal qualifications on the National Qualifications Framework (NQF) – unless stated otherwise. Delegates who successfully complete a short course and comply with the related assessment criteria (where applicable) are awarded certificates of successful completion and/or attendance by the University of Pretoria.

## Registration and enquiries

### Client Information Centre

Tel: +27 (0)12 434 2500

Email: [info@enterprises.up.ac.za](mailto:info@enterprises.up.ac.za)

### Course leader

Wesley Niemann

Department of Business Management

Supply Chain Management and Logistics

*Shifting knowledge to insight*

 [www.enterprises.up.ac.za](http://www.enterprises.up.ac.za)

 +27 (0)12 434 2500  +27 (0)12 434 2505  [info@enterprises.up.ac.za](mailto:info@enterprises.up.ac.za)  Private Bag X41, Hatfield, 0028

For quotations on in-house training, email [quote@enterprises.up.ac.za](mailto:quote@enterprises.up.ac.za)