



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Customer Interaction – Level 2

Overview

“There is only one valid definition of business purpose: to create a customer.” Modern customers demand high standards of competence, empathy, and service. Customer service is no longer just about meeting expectations — it’s about exceeding them. This course equips delegates with advanced skills to pursue service excellence, build strong customer loyalty, and turn challenges into opportunities for business success.

Objectives

On completion of this course, delegates will be able to:

- Provide exceptional customer service that drives results.
- Adapt service styles to meet different customer behaviours.
- Deal effectively with difficult customers and turn complaints into opportunities.
- Use questioning techniques to uncover customer needs.
- Explain the importance of product knowledge in customer service delivery.
- Apply advanced customer service techniques to encourage repeat business.
- Apply emotional intelligence strategies to deepen customer connections.
- Use digital tools and channels to deliver consistent service across platforms.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

The course is facilitated by a skilled subject matter trainer, using a combination of:

- Interactive Discussions
- Role Plays & Case Studies
- Practical Exercises
- Videos & Slide Presentations
- Games & Group Activities
- Written Questions and Feedback

Who should attend?

This course is ideal for employees who interact with customers face-to-face or telephonically, including:

- Frontline Staff
- Receptionists
- Call Centre Agents
- Sales Staff
- Client Service Representatives

Course Outline

This course consists of the following 5 modules

Module 1	Foundations of Customer Service Excellence • What customer service really means • Why customer service is vital for business success • Showing customers they are important • Empathy, willingness to assist, and appreciation • Eleven key customer wants and needs • Service success loop: employee satisfaction → customer satisfaction → loyalty → business success • Emotional intelligence for building trust and loyalty
Module 2	Customer Engagement & Communication Skills • Approaching customers: service, personal, and merchandise approaches • Using open and closed questions effectively • Meeting or exceeding customer expectations • Confirming satisfaction during interactions • Building rapport through active listening and authentic communication

Module 3	Product Knowledge & Service Skills • The importance of product knowledge • Features, advantages, and benefits explained • “Talkers” vs “Walkers”: how to engage different customer types • Turning complaints into opportunities (hear them out, empathise, apologise, take responsibility) • Fifteen essential customer service skills every employee needs • Leveraging technology to improve product knowledge and customer support
Module 4	Handling Objections & Delivering Quality • Types of objections: price, product, and delay • Responding effectively to objections • Offering better value: under-promise and over-deliver • Adding a unique dimension to customer interactions • Understanding quality from the customer's perspective • Exceeding expectations and making customers feel valued • Using problem-solving techniques to resolve objections creatively
Module 5	Consistency, Uniqueness & Service Culture • Retaining new and existing customers • Keeping customers informed and engaged • The link between motivated staff and satisfied customers • Developing uniqueness as an individual and organisation • Delivering consistent service every time • Handling ten specific customer situations with confidence • Creating a culture of service excellence within teams

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire