



**PST TRAINING (PTY) LTD**

# PST Training (Pty) Ltd

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## Customer Service (Level 1)

### Overview

Customer Service starts the minute a customer calls or walks in the door. At that moment the customer experiences what is called a moment of truth. Understand fully what customer service means in relation to all our customers and recognize how our attitude affects customer service.

### Objectives

- Explain what Customer Service means in relation to Internal & External Customers
- Recognise how one's Attitude affects Service Standards
- Master ways to Develop & Maintain a positive, customer focused, attitude
- Develop techniques to better address Customers
- How to Improve ourselves in the process

### Course Prerequisite

Read, Write & Understand English

### Language of Delivery

English

### Delivery Methods

Course is facilitated by a competent subject matter trainer, who utilises a combination of the following techniques to ensure that the session is practical and experiential: Discussion; Role Play; Exercises & Case Studies; Videos/DVD's; Games, Slide Shows & Written Questions

### Who should attend?

Everyone who deals with customers either face to face or telephonically

### Course Outline

#### This course consists of the following 5 modules

<b>Module 1</b>	Understanding the Importance of Customer Service / What is Customer Service? / Who is the Customer? / Internal & External Customers / Customer Needs (Personal & Practical) and Expectations
<b>Module 2</b>	What all links to Customer Service? / Personal Attributes / Self-Awareness and Self-Esteem / Developing your Brand / Professional Appearance (Dress Code & Grooming) / Body Language / Physical Distance / Positive Work Attitude / Good Manners & Basic Office Etiquette
<b>Module 3</b>	Verbal Communication Skills / Choice of Words / Tone of Voice / Assertiveness / Balance between Aggression & Assertiveness / Listening & Hearing / Small Talk / Dealing with Unhappy Customers (Irate Customers) / Handling Customer Complaints / Open & Closed Questions
<b>Module 4</b>	Managing your Work Hours / Task Prioritization (Urgent & Important) / Understand Deadlines / Efficiency / Time Wasters / Productivity / Telephone Courtesy / Posture / Answering Calls / Professional Greeting / Returning Calls / Transferring Calls / Telephone Do's & Don'ts
<b>Module 5</b>	Value of Teamwork / Commitment / Responsibility / Accountability / Ten Customer Service Commandments / Staying Motivated

### Additional Information

<b>Duration</b>	1 Day	
<b>Includes</b>	<ul style="list-style-type: none"> <li>• Comprehensive Manual</li> <li>• Lunch &amp; Refreshments (not applicable to on-site training)</li> <li>• Electronic Certificate (on successful completion of the course)</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic Trainer Feedback Report</li> <li>• Electronic Delegate Feedback Questionnaire</li> </ul>