



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Excellence in Service: Advanced

Course Number: AX084–017

Days: 0.5 (03 hours 55 min.)

Prerequisites: Excellence in Service: Basic

Topic-Level Outline

Unit 1: Service Standards

Topic A: Fundamentals of Service Standards

- A–1: Understanding service standards
- A–2: Creating effective standards
- A–3: Establishing standards
- A–4: Implementing standards

Topic B: Monitoring Service Standards

- B–1: Assessing the effectiveness of standards
- B–2: Obtaining customer feedback
- B–3: Correcting service problems

Topic C: Management and Service Standards

- C–1: Building and monitoring the service team
- C–2: Creating an action plan
- C–3: Establishing managerial standards
- C–4: Identifying and overcoming service barriers

Unit 2: Service Teams

Topic A: Teams as a Service Solution

- A–1: Understanding customer service teams
- A–2: Maintaining a customer service team

Topic B: Employee Selection

- B–1: Choosing the right employees
- B–2: Conducting an interview

Topic C: Team Training and Empowerment

- C–1: Implementing proper training
- C–2: Empowering employees

Topic D: Motivation

- D–1: Understanding the importance of motivation
- D–2: Reinforcing desirable behavior

Unit 3: Customer Loyalty

Topic A: Understanding Your Customers

A-1: Knowing your customers

A-2: Understanding customer criteria

A-3: Uncovering customers' needs

Topic B: Customer Loyalty Development

B-1: Understanding customer loyalty

B-2: Building loyal customers

B-3: Encouraging customer loyalty

Topic C: Employee Loyalty's Influence

C-1: Developing employee loyalty

C-2: Helping employees to perform

Topic D: Memorable Service

D-1: Creating memorable service

D-2: Solving customer problems

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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CONTACT DETAILS

Arnold Muscat
Direct 083 778 4903
Email: sales@collegeafricagroup.com
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