



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: Basic

Course Number: AXO84–016

Days: 1 (06 hours 20 min.)

Prerequisites: None

Topic-Level Outline

Unit 1: Customer Service Fundamentals

Topic A: Customer Service and Customers

- A–1: Understanding the importance of good service
- A–2: Identifying the types of customers

Topic B: Customer Interaction

- B–1: Building rapport with customers
- B–2: Communicating with customers

Topic C: Customer Expectations

- C–1: Responding to a customer
- C–2: Exceeding customer expectations

Unit 2: Customer Service Skills

Topic A: Attitude and Attention

- A–1: Demonstrating a positive attitude
- A–2: Providing extra attention

Topic B: Quality of Service

- B–1: Providing good customer service
- B–2: Discussing the steps in the service process

Topic C: Problem Resolution

- C–1: Learning from problems
- C–2: Resolving problems

Unit 3: Customer Management

Topic A: Dissatisfied Customers

- A–1: Understanding a dissatisfied customer
- A–2: Preventing dissatisfaction
- A–3: Handling dissatisfied customers and complaints

Topic B: Angry Customers

- B–1: Handling an angry customer
- B–2: Diffusing anger through listening

Topic C: Upset Customers

- C–1: Discussing the basics of serving an upset customer
- C–2: Serving an upset customer

Topic D: Stress in Service Situations

- D–1: Controlling your emotions
- D–2: Reducing stress

Unit 4: Customer Communication

Topic A: Communication Fundamentals

- A–1: Understanding clear communication
- A–2: Analyzing communication breakdown

Topic B: Interpersonal Communication

- B–1: Communicating clearly with customers
- B–2: Understanding nonverbal and verbal aspects

Topic C: Telephone Skills

- C–1: Providing good service on the telephone
- C–2: Understanding telephone etiquette

Topic D: E-mail Etiquette

- D–1: Composing effective e-mail messages
- D–2: Using attachments effectively

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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