



Meriting Youth Development proudly presents
Quality & Customer Service - 2 Days

Imsimbi Training will conduct the training on behalf of Meriting Youth Development
Imsimbi Training is a fully accredited training provider with the Services Seta,
number 2147, as well as a Level 2 Contributor BBBEE company.

This course is accredited by the Services Seta and material covers unit standards
10052 at NQF level 5 with 6 credits.



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COURSE OBJECTIVES

The broad aim of this course is to introduce participants to key knowledge, attitudes and skills pertaining to Service Excellence and Quality in the work environment.

When you have completed this course you will be able to define the key concepts associated with:

Customer Driven Organisation and you will be able to:

- Understand the vital importance of the customer to any organisation
- See the value in having excellent service for both internal and external customers
- Identify the factors that can prevent an organisation from maximizing customer value
- Understand how to critically look at the customer service levels and to establish if the organisation is truly customer driven.
- Identify different customer types and interact appropriately with them

A customer driven organisation is one that:

- Listens to its customers
- Integrates customers into its business and vice versa
- Provides customer focused solutions
- Has a culture which positively embraces the customer

Loyalty of Customers

- Customers will stay where they feel they are being valued
- Customers will receive what they require
- Customers will trust the organisation
- Business will be protected from the competitors

Focus on Value Add

- The organisation will focus its resources on the activities which add value for the customer
- Customer driven operations focus on what the customer wants
- Core competencies can be identified and developed so as to deliver what the customer values

The importance of Quality Management to organisations

- Understand the importance of quality management
- Identify the key components of a quality management system
- Describe the factors that cause quality management systems to fail
- Understand the different ways that you as an employee can affect quality
- Use the material presented to develop a quality-centred approach to your role
- Identify the role of the quality management system and the interdependencies within your organisation required to make it function



COURSE OUTLINE

- The critical principles of customer service?
- Determining your personal vision
- What am I responsible for? – Job Descriptions
- Why is customer service important to my job
- Quality Management Concepts & ISO
- Deming's 14 points on quality management
- Quality framework for Customer Service
- Your company's Customer Service policy
- Customers- our life line
- The DISC approach: your varied responses to different customers
- Product differentiation
- Understanding Customer needs
- Understanding your customers through questioning techniques
- Customer service oriented verbal communication, polite, specific, helpful
- Listening skills, listening with empathy
- Transactional analysis: understanding how to communicate effectively
- Customer service skills using the phone
- Key Performance Indicators for customer service staff
- Exceeding client expectations
- Conflict Resolution and difficult clients



COURSE OUTCOMES

- Clarify what is meant by customer service
- Explore who our customers are and what their diverse needs are
- Understand the value of customer feedback procedures for improving quality
- Two way communication: open ended questions
- Use questioning techniques to identify specific needs of customers
- Explore the values and attitudes necessary for excellence in customer care
- Discuss my role and responsibilities when serving customers
- How to handle conflict and difficult customers
- List the benefits of setting professional service standards for the organisation
- Understand the concept of quality and quality management
- Explain the importance of product knowledge in customer care
- Receive and give honest feedback in order to learn from mistakes with difficult customers
- Encourage team members to develop a self-critical approach
- Explain how to monitor and evaluate quality in customer service programmes
- Identify obstacles to, and challenges within, customer service programmes
- Apply skills and techniques necessary for effective customer relationship management
- Develop a plan for exceeding customer expectations based upon performance management
- Prepare strategies for retention of customers
- Prepare strategies for giving staff feedback on performance

