

Service Excellence Training

OVERVIEW

Customer Sense is an unforgettable one day learning experience that removes barriers to excellent service.

Customer sense is all about value and how to maximise the customer's perception of value:

PROGRAMME DETAILS

Title: Customer Sense

Unit Standard: 242829

NQF Level: 4

NQF Credits: 5

Duration: 1 day programme; focus group to track service given and service received

DATES: Request registration form

VENUE: Refer to registration form

- Customer Sense focuses on establishing service excellence throughout the value chain.
- Emphasises value creation and elimination of waste
- Makes customer service a collective responsibility
- Makes value flow, through improved teamwork and communication

CUSTOMER SENSE PROCESS FLOW



One day experiential learning using DYNA's advanced learning methodology



Internal focus groups to track service given and service received

Return on Investment

OUTCOMES

- Identify the level of service required to distinguish their organisation from others
- Understand the value of the customer in terms of business profitability, growth, referrals and feedback
- Recognise that anything that does not create value for the customer is simply creating unnecessary noise
- Estimate the strength of their teams' customer knowledge
- Estimate their teams' service skills
- Estimate their teams' experience in satisfying customers
- Understand the basic characteristics and behaviours required to support excellent customer service
- Understand what customers want and how they make purchasing decisions
- Understand that service excellence requires excellence throughout the value chain
- Realise that we are all essentially providers and receivers of service
- Identify their position in the value chain
- Identify how they can improve the level of service they offer within the chain
- Identify moments of truth within their organisation
- Share experiences of what can and has gone wrong in the past
- Deal with dissatisfied customers constructively
- Identify ways to prevent problems from reoccurring
- Document best practice for satisfying customers

DRIVEN BY DYNA'S ADVANCED BLENDED LEARNING METHODOLOGY

Optional Summative Assessment:

Learners wishing to earn credits need to complete a Summative Assessment (portfolio of evidence) after the programme.

Learner entry requirement

Minimum Grade 10/Std. 8 OR complete a pre-training assessment to determine entry level

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