

CUSTOMER SERVICE



Skilled technical & academically qualified/ junior management. Semi-skilled & discretionary decision-making.



ABOUT THIS COURSE

Each one of us serves customers, whether we realize it or not. Maybe you are on the front lines of a company, serving the people who buy your products. Perhaps you are an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you are a company owner, serving your staff and your customers. The Customer Service course will look at all types of customers and how we can serve them better and improve ourselves in the process. This course provides students with a strong skillset including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

LEARNING OUTCOMES

- State what customer service means in relation to all your customers, both internal and external.
- Recognize how your attitude affects customer service.
- Identify your customers' needs.
- Use outstanding customer service to generate return business.
- Build good will through in-person customer service.
- Provide outstanding customer service over the phone.
- Connect with customers through online tools.
- Deal with difficult customers.



STUDENT SUPPORT

Students get technical, learning and skills coaching support throughout their learning.



SUMMATIVE ASSESSMENT

Students get the opportunity to apply the learnt skills in their lives and in the workplace and submit a Portfolio of Evidence.



CERTIFICATION

Students who successfully complete the course receive a Certificate of Attendance. Competent students receive a Statement of Achievement and a Certificate of Competence.

LEARNING ASSUMED TO BE IN PLACE



Students must be competent in Communication at NQF Level 3 / Grade 11.



DELIVERY MODE

On-line asynchronized learning.



APPROXIMATE LEARNING TIME

5-hours



SAQA UNIT STANDARD

NLRD	Title	NQF	Credits
242829	Monitor the level of service to a range of customers.	4	5

Module One: Getting Started

Module Two: Who We Are and What We Do

- Who Are Customers? (internal/external)
- What is Customer Service?
- Who Are Customer Service Providers?

Module Three: Establishing Your Attitude

- Appearance Counts!
- The Power of a Smile
- Staying Energized
- Staying Positive

Module Four: Identifying and Addressing Their Needs

- Understanding the Customer's Problem
- Staying Outside the Box
- Meeting Basic Needs
- Going the Extra Mile

Module Five: Generating Return Business

- Following Up
- Addressing Complaints
- Turning Difficult Customers Around

Module Six: In-Person Customer Service

- Dealing With At-Your-Desk Requests
- The Advantages and Disadvantages of In-Person Communication
- Using Body Language to Your Advantage

Module Seven: Giving Customer Service over the Phone

- The Advantages and Disadvantages of Telephone Communication
- Telephone Etiquette
- Tips and Tricks

Module Eight: Providing Electronic Customer Service

- The Advantages and Disadvantages of Electronic Communication
- Understanding etiquette
- Tips and Tricks
- Examples: Chat or e-mail

Module Nine: Recovering Difficult Customers

- De-Escalating Anger
- Establishing Common Ground
- Setting Your Limits
- Managing Your Own Emotions

Module Ten: Understanding When to Escalate

- Dealing with Vulgarity
- Coping with Insults
- Dealing with Legal and Physical Threats

Module Eleven: Ten Things You Can Do To WOW Every Time

- Ten Tips

Module Twelve: Wrapping Up

- Words From the Wise



BODY LANGUAGE BASICS



Skilled technical & academically qualified/ junior management. Semi-skilled & discretionary decision-making.



ABOUT THIS COURSE

LEARNING OUTCOMES

- Define body language.
- Understand the benefits and purpose of interpreting body language.
- Learn to interpret basic body language movements.
- Recognize common mistakes when interpreting body language.
- Understand your own body language and what you are communicating.
- Practice your body language skills.



STUDENT SUPPORT

Students get technical, learning and skills coaching support throughout their learning.



SUMMATIVE ASSESSMENT

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CERTIFICATION

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Can you tell if someone is telling the truth just by looking at them? It is a skill that a lot of people do not have. Body Language Basics provides students with a great set of skills to understand that what is not said is just as important as what is said. It also gives students the ability to see and understand how others see their Body Language. Students will be able to adjust and improve the way they communicate through non-verbal communications. These tools can be utilized in the office and at home. Understanding Body Language will provide a great advantage in daily communications.

LEARNING ASSUMED TO BE IN PLACE



Students must be competent in Communication at NQF Level 2 / Grade 10.



DELIVERY MODE

On-line asynchronized learning.



APPROXIMATE LEARNING TIME

5-hours



SAQA UNIT STANDARD

NLRD	Title	NQF	Credits
9960	Communicate verbally and non-verbally in the workplace.	3	8

Module One: Getting Started

Module Two: Communicating With Body language

- Learning a New Language
- The Power of Body Language
- More than Words
- Actions Speak Louder Than Words

Module Three: Reading Body Language

- Head Position
- Translating Gestures into Words
- Open Vs. Closed Body Language
- The Eyes Have It

Module Four: Body Language Mistakes

- Poor Posture
- Invading Personal Space
- Quick Movements
- Fidgeting

Module Five: Gender Differences

- Facial Expressions
- Personal Distances
- Female Body Language
- Male Body Language

Module Six: Non-Verbal Communication

- Common Gestures
- The Signals You Send to Others
- It's Not What You Say, it's How You Say It
- What Your Posture Says

Module Seven: Facial Expressions

- Linked With Emotion
- Micro-expressions
- Facial Action Coding System (FACS)
- Universal Facial Expressions

Module Eight: Body Language in Business

- Communicate With Power
- Cultural Differences
- Building Trust
- Mirroring

Module Nine: Lying and Body Language

- Watch Their Hands
- Forced Smiles
- Eye Contact
- Changes in Posture

Module Ten: Improve Your Body Language

- Be Aware of Your Movements
- The Power of Confidence
- Position and Posture
- Practice in a Mirror

Module Eleven: Matching Your Words to Your Movement

- Involuntary Movements
- Say What You Mean
- Always Be Consistent
- Actions Will Trump Words

Module Twelve: Wrapping Up

- Words From the Wise



CREATIVE PROBLEM SOLVING



**Skilled technical & academically
qualified/ junior management.
Semi-skilled & discretionary decision-
making.**



ABOUT THIS COURSE

LEARNING OUTCOMES

- Understand problems and the creative problem-solving process.
- Identify the importance of defining a problem correctly.
- Write concrete problem statements.
- Use basic brainstorming tools to generate ideas for solutions.
- Evaluate potential solutions against criteria, including cost/benefit analysis and group voting.
- Perform a final analysis to select a solution.
- Understand the roles that fact and intuition play in selecting a solution.
- Understand the need to refine the shortlist and re-refine it.
- Understand how to identify the tasks and resources necessary to implement solutions.
- Evaluate and adapt solutions to reality.
- Follow up with solution implementation to celebrate successes and identify improvements.



STUDENT SUPPORT

Students get technical, learning and skills coaching support throughout their learning.



SUMMATIVE ASSESSMENT

Students get the opportunity to apply the learnt skills in their lives and in the workplace and submit a Portfolio of Evidence.



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In the past few decades, psychologists and business people alike have discovered that successful problem solvers tend to use the same type of process to identify and implement the solutions to their problems. This process works for any kind of problem, large or small. The Creative Problem-Solving course gives students an overview of the entire creative problemsolving process, as well as key problem-solving tools, they can use every day.

The course teaches skills such as brainstorming, information gathering, analysing data, and identifying resources.

LEARNING ASSUMED TO BE IN PLACE



Students must be competent in Communication at NQF Level 3 / Grade 11



DELIVERY MODE

On-line asynchronized learning.



APPROXIMATE LEARNING TIME

5-hours



SAQA UNIT STANDARD

NLRD	Title	NQF	Credits
242817	Solve problems, make decisions, and implement solutions.	4	8

Module One: Getting Started

Module Two: The Problem-Solving Method

- What is a Problem?
- What is Creative Problem Solving?
- What are the Steps in the Creative Solving Process?

Module Three: Information Gathering

- Understanding Types of Information
- Identifying Key Questions
- Methods of Gathering Information

Module Four: Problem Definition

- Defining the Problem
- Determining Where the Problem Originated
- Defining the Present State and the Desired State
- Stating and Restating the Problem Analysing the Problem
- Writing the Problem Statement

Module Five: Preparing for Brainstorming

- Identifying Mental Blocks
- Removing Mental Blocks
- Stimulating Creativity

Module Six: Generating Solutions (I)

- Brainstorming Basics
- Brainwriting and Mind Mapping
- Duncker Diagrams

Module Seven: Generating Solutions (II)

- The Morphological Matrix
- The Six Thinking Hats
- The Blink Method

Module Eight: Analyzing Solutions

- Developing Criteria
- Analysing Wants and Needs
- Using Cost/Benefit Analysis

Module Nine: Selecting a Solution

- Doing a Final Analysis
- Paired Comparison Analysis
- Analysing Potential Problems

Module Ten: Planning Your Next Steps

- Identifying Tasks
- Identifying Resources
- Implementing, Evaluating, and Adapting

Module Eleven: Recording Lessons Learned

- Planning the Follow-Up Meeting
- Celebrating Successes
- Identifying Improvements

Module Twelve: Wrapping Up

- Words From the Wise



HANDLING A DIFFICULT CUSTOMER



Skilled technical & academically qualified/ junior management. Semi-skilled & discretionary decision-making.



ABOUT THIS COURSE

Wouldn't the world be a great place if every customer was a pleasure to deal with? We all know that is not possible. So, what is the best way to handle a difficult customer? Through our course students will learn stress management skills, how to build rapport, and recognizing certain body language. By utilizing our Handling a Difficult Customer course students will see an increase in customer service, productivity, and a decrease in unhappy customers.

LEARNING OUTCOMES

- Cultivate a positive attitude.
- Manage internal and external stress.
- Develop abilities to listen actively and empathize.
- Build a rapport with customers in person and over the phone.
- Understand the diverse challenges posed by customers.
- Develop strategies to adapt to challenging circumstances.



STUDENT SUPPORT

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LEARNING ASSUMED TO BE IN PLACE



Students must be competent in Communication at NQF Level 3 / Grade 11.



DELIVERY MODE

On-line asynchronized learning.



APPROXIMATE LEARNING TIME

5-hours



SAQA UNIT STANDARD

NLRD	Title	NQF	Credits
242829	Monitor the level of service to a range of customers.	4	5

Module One: Getting Started

Module Two: The Right Attitude Starts with You

- Be Grateful
- Keep Your Body Healthy
- Focus on Positive Thoughts
- Invoke Inner Peace

Module Three: Internal Stress Management

- Irritability
- Unhappiness with Your Job
- Feeling Underappreciated
- Not Well-Rested

Module Four: External Stress Management

- Office Furniture Not Ergonomically Sound
- High Noise Volume in the Office
- Rift with Co-Workers
- Demanding Supervisor

Module Five: Transactional Analysis

- What is Transactional Analysis?
- Parent
- Adult
- Child

Module Six: Why are Some Customers Difficult?

- They Have Truly Had a Bad Experience and Want to Vent
- They Have Truly Had a Bad Experience and Want Someone to be Held Accountable
- They Have Truly Had a Bad Experience and Want Resolution
- They Are Generally Unhappy



Module Seven: Dealing with the Customer Over the Phone

- Listen to the Customer's Complaint
- Build Rapport
- Do Not Respond with Negative Words or Emotion
- Offer a Verbal Solution to Customer

Module Eight: Dealing with the Customer In Person

- Listen to the Customer's Complaint
- Build Rapport
- Responding with Positive Words and Body Language
- Besides Words, What to Look For?

Module Nine: Sensitivity in Dealing with Customers

- Who are Angry
- Who Are Rude
- With Different Cultural Values
- Who Cannot Be Satisfied

Module Ten: Scenarios of Dealing with a Difficult Customer

- Angry Customer
- Rude Customer
- Culturally Diverse Customer
- Impossible to Please Customer

Module Eleven: Following up With a Customer Once You Have Addressed Their Complaint

- Call the Customer
- Send the Customer an Email
- Mail the Customer a Small Token
- Handwritten or Typed Letter

Module Twelve: Wrapping Up

- Words From the Wise

SOCIAL MEDIA MARKETING



Skilled technical & academically qualified/ junior management. Semi-skilled & discretionary decision-making.



ABOUT THIS COURSE

LEARNING OUTCOMES

- Understand different social media platforms.
- Identify audience.
- Monitor and measure performance.
- Consider pros and cons before making decisions.



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Social media is an essential of modern life. It is so enmeshed in the way we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks. With our Social Media Marketing course, students will discover the specifics of how to effectively use social media marketing. By utilizing different social media platforms to reach current and potential customers, your marketing will only see success.

LEARNING ASSUMED TO BE IN PLACE



Students must be competent in Communication at NQF Level 3 / Grade 11.



DELIVERY MODE

On-line asynchronized learning.



APPROXIMATE LEARNING TIME

5-hours



SAQA UNIT STANDARD

NLRD	Title	NQF	Credits
242829	Monitor the level of service to a range of customers.	4	5

Module One: Getting Started

Module Two: Facebook

- Pros / Cons
- Likes / Comments
- Posts / Links
- Tracking and Measurement

Module Three: YouTube

- Pros / Cons
- Channel
- Content and Voice
- Tags and Measurement

Module Four: Twitter

- Pros/ Cons
- Voice
- Tags and Links
- Tracking and Measurement

Module Five: LinkedIn

- Pros / Cons
- Optimize Search in Profile
- Groups and Links
- Tracking and Measurement

Module Six: Google+

- Pros / Cons
- Natural Search Links
- Strategy
- Tracking and Measurement

Module Seven: Pinterest

- Pros/ Cons
- Posting and Conversation
- Pins and Boards
- Tracking and Measurement

Module Eight: Tumblr

- Pros / Cons
- Posting and Conversation
- Links
- Tracking and Measurement

Module Nine: Flickr

- Pros / Cons
- Expand Sharing
- Discussion
- Tracking and Measurement

Module Ten: Snapchat

- Pros / Cons
- Audience
- Ads
- Tracking and Measurement

Module Eleven: Instagram

- Pros / Cons
- Niche and Quality
- Hashtags
- Tracking and Measurement

Module Twelve: Wrapping Up

- Words From the Wise

