

# CUSTOMER CARE PROGRAMME

## OBJECTIVES OF THE PROGRAMME

The vital knowledge and skills contained in this course will enable you to take leadership in customer care, dealing with it as if it were your own management function. The focus being on managing customer care in the immediate work environment and direct customer engagement.

## LEARNING OUTCOMES

By the end of the programme, participants should be able to:

- Demonstrate an understanding of him/herself as a leader in an organisation
- Apply the four functions of management, namely planning, organising, activation and control from a customer care perspective
- Demonstrate proficiency by selecting and applying strategies to advance communication in the workplace from a customer care perspective

## PROGRAMME OUTLINE

- Self-knowledge
  - Self-knowledge
  - Temperaments
  - Strengths & weaknesses
- General management
  - An introduction to the four functions of management, namely planning, organising, activation and control
  - Roles and responsibilities of managers at the different levels in an organisation
- Communication in the workplace
  - Interpersonal skills and relations
  - Working with teams
  - Office etiquette and discipline
  - Effective communication and barriers to communication
  - Do's and don'ts of effective communication
- Customer service
  - The customer service improvement process
  - Diversity and customer care
  - Dealing with conflict in customer care environment
  - Trend identification to enhance service delivery



### Who should attend?

The customer care programme would be beneficial for:

- Anybody involved in business, or who deals with the public or internal clients of an organisation, face to face, telephonically or digitally, needs to master excellent customer care.

### Mode of delivery:

Face to face OR Online

### Duration: Face to Face



5 Days

### Duration: Online



5 Weeks

### Accreditation:

- Short learning programmes are endorsed by the UFS and recognition to predefined formal programmes are available through Recognition of Prior Learning (RPL).
- All short learning programmes can be customised and offered on an in-house basis.
- Notional Learning Hours: 80
- Academic Level: 5

### Enquiries:

**Ansie Barnard**  
Strategic Partnerships  
T: 082 900 1080 / 051 401 3204  
E: barnardam@ufs.ac.za

[www.ufs.ac.za/cbd](http://www.ufs.ac.za/cbd)