

South Africa School of Millionaires (Pty) LTD

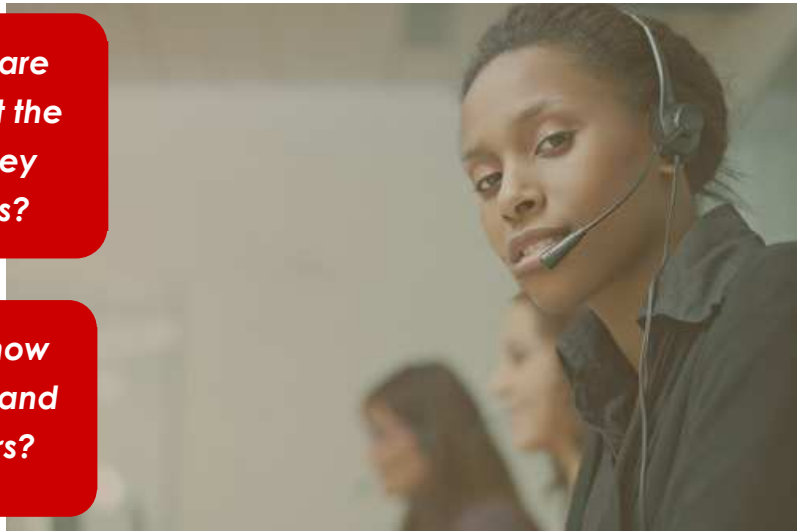
Dr. Ntshengedzeni John Mphaphuli, Ph.D
Cell: +27 72 197 4944
Email: john@sasom.co.za
Reg: 2011/106598/07
Tax No: 9066446197
www.sasom.co.za



Course: Customer Care Service

How knowledgeable are your employees about the product or service they provide to customers?

Do your employees know how to handle difficult and demanding customers?



From time to time all businesses have to deal with an unsatisfied or unpleasant customer. In most cases employees don't have the skills to handle these situations.

South African School of Millionaires workshop on Customer Care Service will provide your staff with an understanding of customer service for your business and equip them with the necessary skills to support customer service delivery.

Table of Contents

INDEX	PAGE
1. Executive Summary	3
2. Introduction	4
3. Vision and Mission	5
4. Course Content	6
5. Some of our serviced clients	7

1. Executive Summary

Business Concept

Training on understanding the benefits of customer care and service in the workplace.

Service to be provided

Cultural synergy through change of mind-sets.

Vision and Mission

To develop a community with a new mind set, multicultural knowledge and appreciation of human similarities and diversities.

Market

Staff members in a business that provide leadership, goods and/or services to people of different cultural backgrounds such as front managers, supervisors, receptionists, waiters, sales personnel, etc.

Competitive Edge

Services provided are different from other service providers in that *South Africa School of Millionaires* focuses on **multiculturalism**.

Other service providers, only focus on **cultural diversity**, which ultimately lead to the discussion of the wrong subject of **multiracialism**.

Current Business Position

Private Company

Personnel in the Company

Highly qualified presenters in the subject.

Hire extra staff as and when required.

Major Achievements

The company has already conducted business with reputable companies and educational institutions (the list is herein attached), which later brought more business.

Sustainability

Achieved by securing long term contracts

2. Introduction

It is true that from time to time every business must to deal with an unsatisfied or unpleasant customer. In most cases, employees don't know exactly what to do. Many organisations worry that they are losing their customers to their competitors due to customer's unmet expectations.

The following questions may help you understand your situation when it comes to Customer Care Service:

- Do you as a business know and understand your customer?
 - How knowledgeable are your employees about the product or the service you provide to your customers?
 - Do your employees know how to handle and deal with difficult and demanding customers?
 - If the customer is not satisfied with the product or service, do they know how to the solve problem?
 - Has your business ever developed Customer Care Culture?
- This two day workshop will help you in all of these areas, and more!

For every business to thrive and not just survive, the employees will need to learn the basic elements of how to deliver an excellent customer experience. Introduction to Customer Care Service is for anyone who deals with or has contact directly or indirectly with existing or potential business customers.

South Africa School of Millionaires' two day (six hours each) workshop on Customer Care Service will provide your employees with a basic understanding of the impact of customer service for your business and will equip them with the necessary skills to work and support customer service delivery in the most effective and efficient manner to the satisfaction of your customers not matter who they are.

We offer TOP CLASS TRAINING on Customer Care Service Skill Development to your staff at an affordable rate with more added benefits. We also offer the service of impact assessment by conducting Monitoring & Evaluation supplemented by small groups or individual contextualised practical coaching to improve customer care service in your organisation.

3. Vision and Mission

Vision Statement

To equip and empower sales teams, front-desk and floor staff members on how to deal with customers for a great and unforgettable customer experience.

Mission Statement

To support management teams and their workers on how to improve and maintain effective working customer care culture that is driven by customer satisfaction and business growth.

4. Course Content

The course content will cover the following important areas:

SECTION 1

CUSTOMER CARE SERVICE

1. What is it - What does it Look Like?
2. What Customer Care Service is not.
3. What Customer Care Service is.
4. Defining Customer Care Service
5. The Impact of Poor Customer Care Service
6. The Goal of Customer Care Service
7. The Culture of Customer Care Service
8. The Quality of Customer Care Service
9. Inferior Quality Customer Care Service
10. High Quality Customer Care Service

SECTION 2

UNDERSTANDING YOUR CUSTOMER

1. Who is your Customer?
2. Customer Expectations
3. Good Customer Care Service Skills
4. Customer Care Service Delivery Skills
5. How to Improve Customer Care Service

SECTION 3

HANDLING CUSTOMER CARE CHALLENGES

1. The Seven most Common Complaints
2. Phrases that Frustrate and Arouse Customer Anger
3. Tracing Customers' Emotions to the Source: Poor Customer Service
4. How to Deal with Customer's Complaints Effectively
5. Ways of Handling Difficult Customers
6. Solving the Customer's Problems

SECTION 4

GREAT CUSTOMER EXPERIENCE

1. Customer experience
2. The Ten Commandments of Great Customer Care Services
3. Customer Care Service Communication Skills
4. How to Communicate with Unsatisfied Customer
5. Benefits of Good Customer Care Service
6. Customer Care Feedback

5. Some of our serviced clients



- a. Sparta Beef (Marquard, Free State)
 - **Lithebe Setai** (HR Manager) – 078 577 63 49
- b. University of Free State (Bloemfontein, Free State)
 - **Dr. Arno van Niekerk** (Senior Lecturer) – 084 208 6211
- c. KZN Medical Congress (Pietermaritzburg)
 - **Rose Naicker** (Chairperson) - 076 914 6526
- d. Lateral Unison Brokers (Edenvale, Gauteng)
 - **Daniel Dobrowsky** (Managing Director) – 082 304 7131
- e. Smollan Group (Johannesburg, Gauteng)
 - **Roland Solomons** (Director) – 083 625 4195