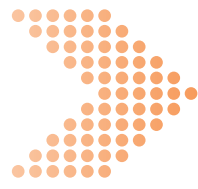


# FOSTER AND MAINTAIN CUSTOMER RELATIONS



<b>SAGA Unit Standard ID</b>	<b>123258</b>
<b>NQF Level</b>	<b>3</b>
<b>Credits</b>	<b>10</b>
<b>Duration</b>	<b>3 Days</b>

<b>Course fee per Learner</b>	<b>R1 600.00</b>
Includes Course material, assessment, light lunch and registration	

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## OVERVIEW

The purpose of the learning credited in this unit standard is to ensure that learners are able to interact professionally with customers. Improved customer relations leads to improved customer service, which, in turn, results in business growth and profitability. Professional driving services are improved, thereby improving the image and profitability of the field of transport services. This set of competence is transferable to all other fields where services are provided to customers, and thus improves the employability of credited learners, by enhancing their understanding of the processes and the context of customer service.



### CREDITED LEARNERS ARE CAPABLE OF

- Describing organisational structures and products/services for specific contexts.
- Operating within a customer service system according to context requirements.
- Identifying customer needs and expectations within specific contexts.
- Dealing with customer complaints according to specified procedures.
- Choosing interpersonal behaviours appropriate for occupational situations.



### THE TYPICAL SCOPE OF THIS UNIT STANDARD INCLUDES

- Controlled office or workshop environments, transport depots, open yard areas, mobile vehicles and/or customer premises.
- Pre-transaction, transaction and post transaction customer service.



### UNIT STANDARD ESSENTIAL EMBEDDED KNOWLEDGE

Credited learners understand and can explain:

- The hierarchy of human needs
- Organisation mission and vision
- Customer service from clients` perspective
- Relationship between customer service and company profitability
- Interface between customer service and product/service provided
- Telephone etiquette
- Business functions
- Customer service elements within the respective business functions
- Customer/service standard analysis
- Phases of customer service
- Moments of truth
- Internal customer service audit
- External customer service audit
- Job descriptions
- Key performance areas
- Activity standards
- General obstacles to effective customer service
- Weak links in the customer service chain
- Customer decision-making process during the purchasing phase

