

BECOMING THE BEST CUSTOMER SERVICE PROFESSIONAL

★ COURSE OVERVIEW

Service has globally become a more important industry than all resources combined but for oil. It is fueling phenomenal economic growth in countries as diverse as Ireland and India, but a poor service industry in South Africa is slowing growth. Sales and the service sector are critical to southern African economies with those sectors contributing 60 % to 70 % of gross domestic product (GDP) according to the World Trade Organisation. Today's global recession is seeing consumers hold onto their wallets longer. An essential aspect of any business now is the value-added aspects especially the service provided during and after the transaction. In just two days BizTech can help you become the best Customer Service Professional and help your company stay ahead of the competition. The course covers the following topics:

WHY IS EXCEPTIONAL SERVICE SO ULTRA-CRITICAL?

- Understanding what makes customer service world class
- If you don't look after your customers your competitors will! - Ways to make them stay
- The essential elements of extraordinary customer service
- Understanding why your role is so critical
- It's the small things that make all the difference
- The 10 deadly sins of Customer Service

COMMUNICATION TECHNIQUES

- Learning to listen with intent
- Powerful telephone tools for maximum impact
- Responsive writing to resolve complaints
- Dealing with 'difficult' customers with respect and dignity
- Handling objections without getting defensive
- Using your tone and style to impart empathy and sincerity
- Being friendly but still professional and effective
- Remembering that they can hear the smile in your voice

MANAGING TIME AND YOURSELF

- Creating a professional product: you!
- Overcoming obstacles to a positive self-image
- The image-attitude connection
- Responsiveness and reliability
- Time management methods to maintain high standards
- Vital follow-up systems to ensure promises are kept



COURSE DATE

01 - 02 November 2010

COURSE DURATION

2 days - 08:30 to 16:30 daily

COURSE FEES

R6 550 (excl. VAT) per delegate

5% discount
for enrolment 2 weeks
prior to course date.

WHAT'S INCLUDED

- Dynamic and knowledgeable facilitators
- Training File and a CD
- Certificate of Attendance
- High quality training venue
- Lunch and refreshments
- Parking
- Quality folder, notepad and pen

REGISTRATION DEADLINE

Registration Confirmation must be sent prior to the start of the scheduled course.



WHO SHOULD ATTEND

- All frontline staff who deal with customers telephonically and/or face to face
- Receptionists and Switchboard operators who are the first point of contact for customers
- Administrative staff who interact with customers over the phone or in person
- Back-office administrative staff who investigate queries and complaints
- Sales staff who need to build relationships with customers
- Personal Assistants and secretaries who are the first point of client contact for managers and executives

OUTCOMES

After attending this course you should be able to:

- Understand the qualities and values that create outstanding customer service
- Handle challenging encounters with confidence
- Resolve potential complaints professionally
- Defuse conflict situations tactfully
- Represent your company with pride and self-assurance
- Be instrumental in attracting and retaining customers for the ultimate profitability of your organization

TAKE HOME TOOLS

- Training Manual
- Training CD
- A quality folder, notepad and pen
- All delegates receive one month of telephonic support relating to course content

ACCREDITATION

The Services SETA has awarded BizTech recorded status as a provider for the delivery of learning programmes. Our provider number is 313.

This course is accredited by ICAP (the Institute for Certified Administrative Professionals) who is the authorised, licensed, exclusive agent for the International Association of Administrative Professionals®

BBBEE COMPLIANCE

BizTech is BBBEE level 1 compliant. This means that we are a 135% contributor and companies investing money in training their staff through BizTech can also improve their own BBBEE scorecard. Not only does it offer an opportunity to improve your company's Skills Development BBBEE category, but you can also improve your BBBEE Preferential Procurement category. In each case your company will benefit 135% of the spend made.

THE VENUE

The AstroTech Conference Centre in Parktown, Johannesburg is in a gracious mansion in one of the most historic and beautiful areas of Johannesburg.

It is a high-end business focused conference centre with competitively priced packages, excellent facilities and top client service.



Close to major highways, airport and Johannesburg city centre, this state-of-the-art venue offers elegance, discretion, security and convenience with safe parking for 120 vehicles.

Should you require accommodation, the Sunnyside Park Hotel situated in close proximity offers BizTech delegates a substantial discount on accommodation.

Please contact reservation on (011) 640-0431 or (011) 643-7226, quoting reference no. 4691 when booking with them.

TERMS & CONDITIONS

Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the 1st day and receive a full refund of the course fee.

CANCELLATIONS

A cancellation can only be confirmed if we are advised in writing at training@biztech.co.za

For cancellations received more than one week prior to the course: 0 % cancellation fee will apply.

For cancellations received less than one week prior to the course: 50 % cancellation fee will apply.

For cancellations received within 24 hours of the course: 100 % cancellation fee will apply.

Substitutes are welcome at no additional charge at any time prior to the course.

POSTPONEMENTS

Requests to postpone course attendance must be received in writing at least three full working days prior to the course commencement. Should we not receive written confirmation within this period, the postponement will be subject to an additional fee of R1 270 (excl VAT) per delegate.

All course postponements or programme exchanges need to be utilized within 6 months of the original course booking or the course fee will be forfeited.

Cancellations on postponements or exchanges are subject to the full course fee.

ABSENT DELEGATES

In the event that a delegate does not arrive for the course and no written cancellation has been received and confirmed, the full course fee will be payable.

PRESENTERS

Should it be necessary, BizTech reserves the right to substitute the presenter.

COMMUNICATION

When a person registers on BizTech's website, is registered on a BizTech course or sends an e-mail to BizTech, that person consents to receiving communications electronically or otherwise by BizTech and/or its business partners.

DISCLAIMER

BizTech wish to advise that they will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by BizTech to the client.



ENROLMENT FORM

Please book your place on the course by emailing or faxing this enrolment form. Your place is confirmed on receipt of the completed enrolment form.

Fax to **011 582 3301** or

E-mail **training@biztech.co.za**

SALES CONTRACT

COURSE NAME:

BECOMING THE BEST CUSTOMER SERVICE PROFESSIONAL

COURSE CODE: **BCSP 011110**

TOTAL NUMBER OF DELEGATES TO BE ENROLLED

> DELEGATE DETAILS [Please print clearly]

1 First Name and Surname _____
Position _____
E-mail _____
Cell No.

2 First Name and Surname _____
Position _____
E-mail _____
Cell No.

Special Dietary Needs No. of Kosher No. of Halaal Other _____

Special Needs (e.g. wheelchair) _____

TO REGISTER ADDITIONAL DELEGATES, PLEASE COMPLETE THE INFORMATION ON THE PAGE OVERLEAF.

> COMPANY DETAILS

(Please include your company details & VAT No. as required on the invoice before submitting your enrolment form)

Full Company Name _____
Postal Address _____
Postal Code

Company VAT Registration No.
Telephone No. Fax No.

> PAYMENT DETAILS

Invoice Contact Person _____
Telephone No.
E-mail _____
Purchase Order No (if applicable)

Do you require separate invoices for each delegate? YES NO

NB: Please include your BizTech invoice number as a reference on your deposit when making payment.

> AUTHORISATION

Name _____
Position _____
Telephone No.
E-mail _____

Signature _____ Date / /

Fees **R6 550.00 (excl. VAT) per delegate**
Surcharge per Halaal meal **R 65.00 (excl. VAT) per person per day**
Surcharge per Kosher meal **R 175.00 (excl. VAT) per person per day**

A 5% discount is applicable for all registrations received two weeks prior to course commencement (18 October 2010). Upon receipt, a tax invoice will be processed and payment is required prior to the start of the scheduled course.

You will receive course confirmation via Facsimile or E-mail. If you have not received your confirmation five (5) days prior to the scheduled date of the course, please contact Hajira on 0861 BIZTECH/011 582 3300. If the course is not held for any reason, BizTech's liability is limited to the refund of the full course fee. Substitutions may be made at any time prior to the start of a training course. Submission of this enrolment form constitutes acceptance of BizTech's terms and conditions.



ENROLMENT FORM (CONT.)

> DELEGATE DETAILS [Please print clearly]

3 First Name and Surname _____

Position _____

E-mail _____

Cell No.

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4 First Name and Surname _____

Position _____

E-mail _____

Cell No.

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5 First Name and Surname _____

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E-mail _____

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6 First Name and Surname _____

Position _____

E-mail _____

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7 First Name and Surname _____

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8 First Name and Surname _____

Position _____

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9 First Name and Surname _____

Position _____

E-mail _____

Cell No.

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10 First Name and Surname _____

Position _____

E-mail _____

Cell No.

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