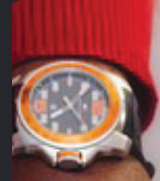




CENTRE FOR AFRICA CAPACITY
BUILDING & DEVELOPMENT



REGISTER TODAY FOR 2018

SIGN UP FOR



Building

a future with an opportunity,



LAUNCHING

Your career into new heights



GROWING

your potential to its full limit

Customer Service Excellence: Tools & Techniques for Customer Retention

Date : 5-9 February 2018 Venue : Pretoria , South Africa

Phone: +27 12 772 3260

Fax: 086 654 2429

E-mail: Registrations@cacbd.co.za

www.cacbd.co.za



Introduction

In a time when gaining a competitive edge increasingly comes down to the experience provided to the customer, Customer Service Excellence has never been more important.

This fast moving, highly interactive Customer Service Excellence training course draws upon the very latest thinking and research into customer behaviours and the psychology of buying to enable attendees to fully understand what is required to ensure their customers, whether they be external 'paying' customers, or internal 'colleague' customers, get the very best experience possible.

This CACBD training course delves into the precise meaning of value, what it is that customers actually value and what an organisation can do to ensure it, perhaps uniquely, can deliver it. Application of the tools and techniques demonstrated on this training course will enable attendees to provide dramatic increases in Customer service, leading to customer retention and increased revenues.

Participants will develop the following competencies:

- Understand and be able to exploit, the relationship between Price, Quality and Value
- Understand which activities add value and which destroy it.
- Gain invaluable insights into the workings of the customers mind; how influence works and understand the science of persuasion
- Develop tools and techniques that will consistently build value and enhance both the customer's experience and also the organisation's profits

Who Should attend

- Customer service professionals, managers, quality management personnel, voice of the customer analysts
- All specialists responsible for building and sustaining their company's reputation for customer service excellence.
- Marketing Professionals looking to gain and maintain a compelling strategic edge

Programme Objectives

- Understand the true meaning of value and how customer service is the key to success
- Improve service delivery standards, reflected in higher levels of customer satisfaction and bottom line profits
- Understand how to build a customer focused culture
- Learn how to lead customer service performance and professionalism in their organisation
- Learn how improving customer service will improve business performance and the customer's experience
- Gain the necessary skills to recruit, train and motivate staff
- Understand how to develop and improve internal service standards

Program outline

Day 1 - The Business Case for Customer Service Excellence

Day 2 - Improving Customer Service Standards

Day 3 - Creating a culture of Service Excellence through continuous learning

Day 4 - Hiring excellent Customer Service personnel

Day 5 - Assessing Customer Service training and development programmes

Training Methodology

This CACBD training course is designed to be highly interactive, challenging and stimulating. Delegates will learn by a combination of active participation using training course materials, case study review, discussion, syndicate group work, skills practice exercises, training videos and exploration of relevant organizational issues. This Customer Service Excellence training course synthesizes use of relevant organizational theory and customer service best practice with core communication strategies and skills.

2018

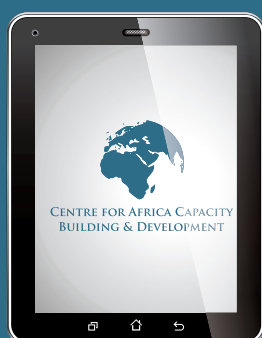
Knowledge.
Performance.
Impact.



What do
you get when
you enroll today?



For every delegate that attends
either gets:



samsung Tablet or Laptop



An excursion will be done on the last
day where delegates will be taken on
a Tour of Tourist attractions around
Johannesburg and Pretoria



CENTRE FOR AFRICA CAPACITY
BUILDING & DEVELOPMENT

Customer Service Excellence: Tools & Techniques for Customer Retention

Phone: +27 12 772 3260 | Fax: 086 654 2429

E-mail: registrations@cacbd.co.za, www.cacbd.co.za

Course Fees

Standard Price: \$1950-00

COMPANY DETAILS

NAME OF ORGANISATION	
BUSINESS ADDRESS	
POSTAL ADDRESS	
COMPANY VAT REG NO.	
TELEPHONE NUMBER	
FAX NUMBER	

DELEGATE DETAILS

1. DELEGATE NAME		2. DELEGATES NAME	
JOB TITLE		JOB TITLE	
E-MAIL		E-MAIL	
3.DELEGATE NAME		4. DELEGATE NAME	
JOB TITLE		JOB TITLE	
EMAIL		EMAIL	
5.DELEGATE NAME		6. DELEGATE NAME	
JOB TITLE		JOB TITLE	
EMAIL		EMAIL	

AUTHORISATION

Signatory must be authorised to sign on behalf of contracting organisation

Name: _____

Position: _____

Signature: _____ Date: ____/____/____

Email: _____

Payment to be made into:

CACBD (Pty) Ltd

FNB:

Business cheque account:

Branch Code:

Branch name:

Zip Code: 0002

TERMS AND CONDITIONS

Please note: If you have not received confirmation of your booking in writing before the event, please contact us to confirm that we have received your registration.

DELEGATE SUBSTITUTION

Delegates can be substituted at any time at no extra cost. Please inform us of the new name(s) for registration purposes.

You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event.

CANCELLATIONS

Within 7 working days prior to the course, 0% of the Fees is refundable. NO REFUNDS FOR NO SHOWS.

In the event of unforeseen circumstances, CACBD has the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

Payment of the course fees to be received before the starting date of the course. This can be done through Electronic Transfer or Direct Deposit into our bank account, validated by faxed or emailed Proof of Transaction

