



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Customer Service Impact On Business Success Training

Services / Transport, Operations and Logistics

Unit Standard 110082 · NQF Level 1 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips participants with the knowledge and skills to understand and demonstrate the critical impact of customer service on overall business success. Learners will explore how customer service strategies influence customer loyalty, brand reputation, and profitability, and will apply practical techniques to enhance service delivery within their roles.

Category	Services
Subfield	Transport, Operations and Logistics
Unit Standard	110082
Accreditation	SAQA Accredited · NQF Level 1 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Explain the relationship between customer service and business success, including customer retention, word-of-mouth referrals, and revenue growth.
- Analyse the impact of poor customer service on business reputation and financial performance using case studies.
- Apply customer service principles to identify and resolve common service failures in a simulated environment.
- Demonstrate effective communication and problem-solving skills to enhance customer satisfaction and loyalty.
- Evaluate different customer service strategies and their potential impact on key business metrics.
- Implement a personal action plan to improve customer service delivery within the workplace.

WHO SHOULD ATTEND

- This course is designed for frontline customer service staff, team leaders, and supervisors in any industry who seek to improve service quality and understand its direct link to organisational performance.

COURSE OUTLINE

Day 1: Foundations of Customer Service and Business Impact

- What is customer service?
- The business case for excellent customer service
- Customer expectations and perceptions
- The service-profit chain
- Calculating the cost of poor service
- Customer lifetime value and retention
- Introduction to customer journey mapping

Day 2: Building Customer Service Skills and Strategies

- Communication skills for customer service
- Active listening and empathy
- Handling complaints and difficult customers
- Service recovery and turning negatives into positives
- Customer feedback collection methods
- Key performance indicators for customer service
- Role of technology in customer service

Day 3: Integrating Customer Service into Organisational Culture

- Building a customer-centric culture
- Leadership's role in customer service
- Aligning service with brand promise
- Employee empowerment and engagement
- Continuous improvement methodologies
- Measuring ROI of customer service initiatives
- Creating a personal customer service action plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 1**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	05 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	05 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	07 Aug 2026	On-Campus	Mauritius
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110082) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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