



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 Awareness Skills For Business Professionals Training

Manufacturing, Engineering and Technology / Fabrication and Extraction

Unit Standard 110200 · NQF Level 1 · 2 Credits · 1 Day

COURSE OVERVIEW

This course equips business professionals with essential customer service awareness skills to deliver exceptional service in any industry. Participants will learn to understand customer needs, handle complaints effectively, and foster positive relationships that enhance organisational reputation. The training aligns with SAQA Unit Standard 110200, ensuring nationally recognised competencies.

Category	Manufacturing, Engineering and Technology
Subfield	Fabrication and Extraction
Unit Standard	110200
Accreditation	SAQA Accredited · NQF Level 1 · 2 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of customer service to identify and meet customer needs in a professional manner.
- Analyze common customer complaints and implement effective resolution strategies.
- Evaluate the impact of service delivery on customer loyalty and organisational success.
- Demonstrate effective communication techniques to build rapport and trust with customers.
- Implement feedback mechanisms to continuously improve customer service processes.
- Design a personal action plan to enhance customer service awareness in daily work.

WHO SHOULD ATTEND

- This course is designed for business professionals across all sectors who interact with customers, including frontline staff, supervisors, and managers seeking to improve service quality and customer satisfaction.

COURSE OUTLINE

Day 1: Foundations of Customer Service Excellence

- Introduction to customer service: definitions and key concepts.
- The customer service cycle and moments of truth.
- Understanding customer expectations and needs.
- Communication skills: verbal, non-verbal, and active listening.
- Building rapport and trust with customers.
- Handling difficult customers and complaints effectively.
- The role of customer service in building brand loyalty.
- Personal action plan for improving customer service skills.

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 **2 NQF credits** at **NQF Level 1**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Mauritius
10 Aug 2026	10 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, 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 110200) 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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