



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 Satisfaction Management For Road Transport Operations Training

Services / Transport, Operations and Logistics

Unit Standard 113833 · NQF Level 4 · 9 Credits · 6 Days

COURSE OVERVIEW

This course equips road transport professionals with the skills to effectively manage customer satisfaction within the transport operations context. Participants will learn to identify customer needs, handle complaints, and implement service improvement strategies to enhance overall customer experience.

Category	Services
Subfield	Transport, Operations and Logistics
Unit Standard	113833
Accreditation	SAQA Accredited · NQF Level 4 · 9 Credits
Duration	6 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply customer satisfaction principles to road transport operations.
- Analyze customer feedback to identify areas for service improvement.
- Evaluate current service delivery processes against customer expectations.
- Design strategies to address customer complaints and enhance satisfaction.
- Demonstrate effective communication skills in managing customer relationships.
- Implement monitoring systems to track customer satisfaction metrics.

WHO SHOULD ATTEND

- Transport managers, fleet supervisors, customer service representatives, and any personnel involved in road transport operations seeking to improve customer satisfaction levels.

COURSE OUTLINE

Day 1: Foundations of Customer Satisfaction in Road Transport

- Introduction to customer satisfaction management.
- The role of customer service in road transport.
- Key stakeholders: passengers, freight clients, regulators.
- Overview of service quality dimensions (reliability, responsiveness, assurance, empathy, tangibles).
- Introduction to customer feedback mechanisms.
- Case studies: impact of poor customer service in transport.

Day 2: Measuring Customer Satisfaction

- Quantitative vs qualitative measurement methods.
- Designing customer satisfaction surveys.
- Sampling techniques for transport operations.
- Data collection: online, paper, phone, in-person.
- Analyzing survey results: mean scores, trends.
- KPIs: on-time performance, complaint rate, net promoter score (NPS).
- Benchmarking against industry standards.

Day 3: Service Delivery and Communication

- Communication skills: active listening, empathy, clarity.
- Handling complaints and service recovery.
- Setting realistic expectations with customers.
- Service standards for drivers, dispatchers, and support staff.
- Role-playing customer scenarios.
- Use of technology in communication (apps, GPS tracking updates).

Day 4: Complaint Management and Continuous Improvement

- Complaint handling procedures.
- Root cause analysis tools (5 Whys, fishbone diagram).
- Corrective action plans.
- Preventive measures: training, process redesign.
- Continuous improvement cycle (Plan-Do-Check-Act).
- Case studies: successful complaint resolution in transport.

Day 5: Customer Relationship Management (CRM) and Technology

- Overview of CRM software.
- Features: customer profiles, interaction history, feedback tracking.
- Using technology: mobile apps, real-time tracking, automated notifications.
- Data privacy and protection (POPIA compliance).
- Integrating CRM with scheduling and billing systems.
- Benefits: personalized service, loyalty programs.

Day 6: Implementing a Customer Satisfaction Strategy

- Components of a customer satisfaction strategy.
- Setting objectives and targets.
- Resource allocation and training.
- Monitoring and reporting.

- Change management: gaining staff buy-in.
- Review of course concepts and final assessment.
- Presentation of group projects.

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 **9 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 25,600.00	R 25,600.00
1	In-House	R 33,300.00	R 33,300.00
1	On-Campus (Pretoria)	R 38,400.00	R 38,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	10 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	11 Aug 2026	On-Campus	Mauritius
05 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	17 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	17 Aug 2026	On-Campus	Mauritius

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 113833) 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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