



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

Frontline Service Operations Management Skills Training

Services / Consumer Services

Unit Standard 114489 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips frontline supervisors and team leaders with the skills to manage service operations effectively in a customer-facing environment. Participants will learn to plan, monitor, and improve service delivery processes while leading teams to meet organisational service standards.

Category	Services
Subfield	Consumer Services
Unit Standard	114489
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply service operations management principles to plan and organise frontline activities.
- Monitor and evaluate service delivery against key performance indicators to identify areas for improvement.
- Implement corrective actions to address service gaps and enhance customer satisfaction.
- Lead and motivate a frontline team to achieve service excellence.
- Analyse customer feedback and operational data to drive continuous improvement.
- Demonstrate effective communication and conflict resolution skills in a service environment.

WHO SHOULD ATTEND

- Frontline supervisors, team leaders, and operations coordinators in service industries such as retail, hospitality, banking, and telecommunications who are responsible for managing day-to-day service operations.

COURSE OUTLINE

Day 1: Introduction to Frontline Service Operations Management

- What is frontline service operations management?
- The service-profit chain and its relevance
- Overview of unit standard 114489
- Key performance areas for frontline managers
- The South African services landscape and Batho Pele principles
- Introduction to service quality frameworks (SERVQUAL)

Day 2: Understanding Customer Needs and Service Expectations

- Types of customer needs (stated, unstated, etc.)
- Methods for collecting customer feedback (surveys, interviews, focus groups)
- Service quality dimensions (reliability, responsiveness, assurance, empathy, tangibles)
- The GAP model of service quality
- Customer journey mapping basics
- Setting service standards based on customer insights

Day 3: Service Design and Process Improvement

- Introduction to service design thinking
- Process mapping techniques (flowcharts, swimlane diagrams)
- Identifying bottlenecks and waste in service processes
- Lean and Six Sigma principles for service operations
- Technology enablers (CRM systems, self-service kiosks, chatbots)
- Creating a service blueprint for a typical frontline operation

Day 4: Leadership and Team Management in Frontline Operations

- Leadership theories relevant to frontline management
- Motivating frontline employees (recognition, rewards, empowerment)
- Delegation and supervision best practices
- Building a service-oriented team culture
- Managing diversity and inclusivity in South African workplaces
- Conflict resolution and performance feedback

Day 5: Communication and Interpersonal Skills for Service Excellence

- Principles of effective communication
- Active listening and empathy techniques
- Complaint handling and service recovery strategies
- Non-verbal communication and tone of voice
- Written communication (emails, reports, service scripts)
- Cross-cultural communication in the South African context

Day 6: Operational Planning and Resource Management

- Demand forecasting for frontline services
- Staff scheduling and shift planning
- Inventory and equipment management
- Budgeting and cost control basics
- Health and safety regulations (OHS Act)

- Contingency planning for service disruptions

Day 7: Performance Measurement and Quality Assurance

- Developing KPIs for frontline operations (e.g., response time, customer satisfaction)
- Quality assurance methods (checklists, audits, inspections)
- Mystery shopping and customer feedback analysis
- Data collection and reporting tools
- Benchmarking against industry standards
- Continuous improvement cycles (Plan-Do-Check-Act)

Day 8: Customer Relationship Management and Loyalty

- Introduction to CRM systems and software
- Customer segmentation and profiling
- Building customer loyalty (reward programmes, personalised service)
- Data privacy and POPIA compliance
- Managing customer feedback loops
- Upselling and cross-selling ethically

Day 9: Managing Service Recovery and Complaints

- The service recovery paradox
- Steps for effective complaint handling (listen, apologise, fix, follow up)
- Empowerment and discretion for frontline staff
- Root cause analysis of complaints
- Using complaints as learning opportunities
- Case studies on successful service recovery

Day 10: Technology and Innovation in Service Operations

- Digital transformation in service operations
- Mobile apps, self-service, and omnichannel strategies
- Automation and AI (chatbots, predictive analytics)
- Change management principles (Kotter's 8-step model)
- Encouraging employee innovation and idea generation
- Cybersecurity and data integrity considerations

Day 11: Strategic Integration and Continuous Improvement

- Aligning service operations with business goals
- Strategic planning tools (SWOT, PESTLE)
- Project management basics for service improvement projects
- Building a business case for change
- Stakeholder engagement and communication
- Sustaining continuous improvement culture

Day 12: Capstone Project and Course Integration

- Capstone project guidelines and requirements
- Group or individual project work
- Presentations and peer feedback
- Final assessment and competency evaluation
- Personal action planning for ongoing development
- Course wrap-up and certification information

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 **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	18 Aug 2026	On-Campus	Mauritius
04 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	21 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	24 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	26 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 114489) 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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