



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

Basic Customer Service Skills Training

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 114974 · NQF Level 2 · 2 Credits · 1 Day

COURSE OVERVIEW

This course equips participants with foundational customer service skills to handle customer interactions professionally and effectively. Learners will understand the principles of customer service, communication techniques, and how to manage customer expectations in a South African business context.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	114974
Accreditation	SAQA Accredited · NQF Level 2 · 2 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of customer service to meet customer needs and expectations.
- Demonstrate effective verbal and non-verbal communication techniques in customer interactions.
- Analyze different customer types and adapt service approaches accordingly.
- Implement strategies to handle customer complaints and resolve issues professionally.
- Evaluate personal customer service performance and identify areas for improvement.

WHO SHOULD ATTEND

- This course is designed for entry-level employees, front-line staff, and anyone new to customer-facing roles who need to develop basic customer service competencies.

COURSE OUTLINE

Day 1: Foundations of Customer Service

- Introduction to customer service: definitions, importance, and impact.
- The customer service cycle: from greeting to follow-up.
- Key principles: reliability, responsiveness, assurance, empathy, and tangibles.
- Communication fundamentals: verbal, non-verbal, and written.
- Active listening and questioning techniques.
- Handling customer inquiries via telephone and email.
- Understanding customer expectations and managing perceptions.
- Practical exercises: role-plays and case studies.

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 2**.

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
31 Jul 2026	31 Jul 2026	On-Campus	Cape Town, South Africa
31 Jul 2026	31 Jul 2026	On-Campus	Accra, Ghana
03 Aug 2026	03 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	03 Aug 2026	On-Campus	Lagos, Nigeria
04 Aug 2026	04 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Mauritius
06 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	07 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 114974) 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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