



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

Apply The Skills Of Customer Care In A Specific Work Environment Training

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

Unit Standard 119676 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to deliver exceptional customer care within a specific work environment. Participants will learn to apply customer service principles, handle queries and complaints professionally, and contribute to a customer-focused culture. The training ensures alignment with organisational standards and enhances overall customer satisfaction.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	119676
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply customer care principles and techniques to meet organisational standards.
- Analyse customer needs and expectations to deliver appropriate service responses.
- Evaluate and resolve customer queries and complaints effectively.
- Demonstrate effective communication skills in customer interactions.
- Implement strategies to maintain a customer-focused work environment.

WHO SHOULD ATTEND

- This course is designed for frontline staff, customer service representatives, and any employees who interact with customers in their daily roles.
- It is ideal for individuals seeking to improve their customer care competencies within a specific workplace context.

COURSE OUTLINE

Day 1: Foundations of Customer Care in a Specific Work Environment

- Introduction to customer care: definitions and significance
- Types of customers: internal vs external, diverse needs
- Communication skills: verbal and non-verbal, active listening
- Handling customer complaints: steps and techniques
- Service excellence: going the extra mile
- Building customer relationships: trust and loyalty
- Self-assessment: evaluating personal customer care skills
- Action plan for applying skills in the workplace

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

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
18 Jun 2026	18 Jun 2026	On-Campus	Windhoek, Namibia
19 Jun 2026	19 Jun 2026	In-House	–
22 Jun 2026	22 Jun 2026	On-Campus	Nairobi, Kenya
23 Jun 2026	23 Jun 2026	On-Campus	Mbabane, Eswatini
24 Jun 2026	24 Jun 2026	On-Campus	Mombasa, Kenya
24 Jun 2026	24 Jun 2026	On-Campus	Windhoek, Namibia
25 Jun 2026	25 Jun 2026	In-House	–
26 Jun 2026	26 Jun 2026	On-Campus	Maseru, Lesotho

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

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