



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 for Public Sector Objectives

Business, Commerce and Management Studies / Public Administration

Unit Standard 242901 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips public sector employees with the skills to deliver exceptional customer service aligned with government objectives. Participants learn to apply service principles that enhance citizen satisfaction, promote accountability, and support Batho Pele principles. The training bridges the gap between theoretical service standards and practical implementation in a public sector context.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	242901
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the Batho Pele principles to daily interactions with citizens and stakeholders.
- Analyze customer service challenges in the public sector and propose solutions aligned with legislative frameworks.
- Evaluate the impact of service delivery on public trust and organizational reputation.
- Implement effective communication strategies to manage citizen expectations and resolve complaints.
- Demonstrate empathy and professionalism in handling diverse customer needs and difficult situations.
- Design a personal action plan for continuous improvement in customer service delivery.

WHO SHOULD ATTEND

- This course is designed for frontline public service employees, supervisors, and managers who interact with citizens or oversee service delivery.
- It is also suitable for anyone seeking to improve service quality in government departments, municipalities, or state-owned entities.

COURSE OUTLINE

Day 1: Foundations of Public Sector Customer Service

- Introduction to customer service in the public sector
- Overview of the Constitution, Public Service Act, and Batho Pele principles
- The role of government and citizen expectations
- Internal vs external customers
- Service delivery value chain and touchpoints
- Common challenges in public sector customer service
- Professional ethics and code of conduct
- Case studies: service delivery successes and failures

Day 2: Communication and Interpersonal Skills

- Principles of effective communication
- Active listening and questioning skills
- Non-verbal communication and body language
- Dealing with difficult customers and conflict resolution
- Complaint handling procedures and escalation
- Communication with diverse populations (language, culture, disability)
- Telephone and email etiquette
- Role-play scenarios: handling complaints

Day 3: Service Delivery Excellence and Continuous Improvement

- Batho Pele principles in action: access, quality, redress
- Customer feedback tools: surveys, suggestion boxes, complaints registers
- Problem-solving and decision-making models
- Introduction to service delivery improvement plans
- Technology in customer service: online portals, CRM systems
- Building a customer-centric culture
- Personal action planning for service excellence
- Course review and assessment

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 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 242901) 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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