



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Customer Service Role Model Culture Setting

Business, Commerce and Management Studies / Public Administration

Unit Standard 243118 · NQF Level 7 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips participants with the skills and mindset to act as a role model in cultivating a customer service culture within their organisation. Participants learn to demonstrate service excellence, influence others positively, and embed customer-centric values into daily operations. By the end of the course, learners will be able to lead by example and foster an environment where exceptional customer service thrives.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	243118
Accreditation	SAQA Accredited · NQF Level 7 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate an understanding of the principles of customer service and the role of a role model in setting a service culture.
- Apply techniques to model and promote customer-centric behaviours in the workplace.
- Analyze current customer service practices and identify areas for improvement aligned with organisational values.
- Evaluate the impact of one's own behaviour on team members and the broader customer service culture.
- Implement strategies to encourage and sustain a customer-focused culture among colleagues.
- Demonstrate the ability to handle customer interactions in a manner that reinforces a positive service culture.

WHO SHOULD ATTEND

- This course is designed for team leaders, supervisors, managers, and any individuals who are expected to set an example and influence customer service standards within their teams or departments.

COURSE OUTLINE

Day 1: Foundations of Customer Service Excellence

- Introduction to customer service role modelling.
- Defining a customer-centric culture.
- The business case for service excellence.
- Personal accountability and ownership.
- Self-assessment: current service behaviours.
- Overview of Unit Standard 243118 outcomes.
- Setting personal development goals.

Day 2: Communication and Interpersonal Skills

- Communication models for service excellence.
- Active listening and questioning skills.
- Non-verbal cues and body language.
- Empathy and emotional intelligence.
- Handling difficult conversations.
- Language that builds trust.
- Role-play: service scenarios.

Day 3: Problem Solving and Service Recovery

- The service recovery paradox.
- Steps in effective complaint handling.
- Root cause analysis tools.
- Decision-making frameworks.
- Empowering frontline staff.
- Case studies: real-world recoveries.
- Role-play: resolving customer issues.

Day 4: Leading by Example and Influencing Culture

- The role model as a change agent.
- Behavioural consistency and integrity.
- Peer coaching and feedback.
- Creating a service vision.
- Recognition and motivation strategies.
- Overcoming resistance to change.
- Action planning for culture shift.

Day 5: Integration, Assessment and Action Planning

- Review of key concepts.
- Simulated customer service assessments.
- Peer and facilitator feedback.
- Personal action plan development.
- Culture improvement project pitch.
- Final assessment and reflection.
- Certification and next steps.

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 **8 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 26,400.00	R 26,400.00
1	In-House	R 34,400.00	R 34,400.00
1	On-Campus (Pretoria)	R 39,700.00	R 39,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

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 243118) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aatid.co.za · www.aatid.co.za