



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 Care Skills for Service Excellence

Services / Hospitality, Tourism, Travel, Gaming and Leisure

Unit Standard 246740 · NQF Level 4 · 3 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the essential skills to provide exceptional customer care, fostering loyalty and service excellence. Participants will learn to handle customer needs, manage complaints effectively, and contribute to a customer-centric organisational culture.

Category	Services
Subfield	Hospitality, Tourism, Travel, Gaming and Leisure
Unit Standard	246740
Accreditation	SAQA Accredited · NQF Level 4 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply effective communication techniques to understand and address customer needs.
- Demonstrate empathy and professionalism when handling customer complaints and queries.
- Implement strategies to build and maintain positive customer relationships.
- Analyze customer feedback to identify areas for service improvement.
- Evaluate own performance in customer care against organisational standards.
- Design a personal action plan for continuous improvement in customer service.

WHO SHOULD ATTEND

- This course is ideal for frontline staff, customer service representatives, and any employees who interact with customers directly or indirectly, seeking to enhance their service delivery skills.

COURSE OUTLINE

Day 1: Foundations of Customer Care Excellence

- Introduction to customer care and service excellence.
- Understanding customer expectations and perceptions.
- Communication skills: verbal, non-verbal, and active listening.
- Building rapport and trust with customers.
- Handling difficult customers and complaints professionally.
- The role of emotional intelligence in customer interactions.
- Service standards and measuring customer satisfaction.
- Personal action plan for continuous improvement.

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 **3 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
10 Aug 2026	10 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Mauritius
11 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	18 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 246740) 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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