



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 Principles for Client Interactions

Agriculture and Nature Conservation / Secondary Agriculture

Unit Standard 252170 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the principles and practices of customer care to enhance client interactions. Participants will develop the ability to apply effective communication, problem-solving, and service excellence techniques in a professional environment. The focus is on building lasting customer relationships and contributing to organisational success.

Category	Agriculture and Nature Conservation
Subfield	Secondary Agriculture
Unit Standard	252170
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of customer care to meet client needs and expectations.
- Demonstrate effective communication techniques to build rapport and trust with clients.
- Analyze client feedback to identify areas for service improvement.
- Implement problem-solving strategies to resolve customer complaints effectively.
- Evaluate the impact of customer care on organisational reputation and client retention.

WHO SHOULD ATTEND

- This course is designed for front-line staff, customer service representatives, and any professionals who interact with clients as part of their role.
- It is suitable for individuals seeking to improve their customer care skills and apply these principles in a South African business context.

COURSE OUTLINE

Day 1: Foundations of Customer Care

- What is customer care?
- The importance of customer service in business
- Core principles: respect, empathy, responsiveness, reliability
- Customer expectations and needs analysis
- Communication skills: verbal, non-verbal, active listening
- Handling different customer personalities
- The service-profit chain
- Introduction to service standards

Day 2: Applying Customer Care in Practice

- Complaint handling process: listen, empathise, resolve, follow-up
- Problem-solving models for customer issues
- Managing difficult customers: de-escalation techniques
- Gathering and using customer feedback
- Service recovery strategies
- Building rapport and trust
- Personal action plan for service improvement
- Role-play scenarios for real-world application

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	18 Aug 2026	On-Campus	Durban, 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 252170) 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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