



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 Liaison for Business Professionals

Business, Commerce and Management Studies / Marketing

Unit Standard 252218 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips business professionals with the skills to effectively liaise with a diverse range of customers, including internal and external stakeholders. Participants will learn to manage customer interactions, resolve queries, and maintain professional relationships that enhance organisational reputation. The course aligns with SAQA Unit Standard 252218, focusing on practical communication and service delivery.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252218
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 effective communication techniques to engage with a variety of customers.
- Analyse customer needs and expectations to tailor responses appropriately.
- Evaluate feedback and complaints to implement service improvements.
- Demonstrate professional conduct in line with organisational policies and procedures.
- Implement strategies to manage challenging customer interactions.
- Maintain accurate records of customer interactions and follow-up actions.

WHO SHOULD ATTEND

- This course is designed for business professionals, frontline staff, and supervisors who interact with customers as part of their daily roles.
- It is suitable for individuals seeking to improve their customer liaison skills in a corporate environment.

COURSE OUTLINE

Day 1: Foundations of Customer Liaison

- Introduction to customer liaison and its business impact
- Communication fundamentals: verbal, non-verbal, and active listening
- Building rapport and trust with customers
- Handling customer inquiries and providing accurate information
- Managing customer expectations and service level agreements
- Complaint handling and conflict resolution techniques
- Ethical considerations in customer liaison
- Case studies: successful customer liaison practices

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
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 252218) 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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