



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

Impact of Customer Service on Business Success

Services / Transport, Operations and Logistics

Unit Standard 252244 · NQF Level 1 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to understand the critical role of customer service in driving business success. Participants will explore how effective customer service impacts customer retention, brand reputation, and profitability, and learn to apply strategies that enhance overall business performance.

Category	Services
Subfield	Transport, Operations and Logistics
Unit Standard	252244
Accreditation	SAQA Accredited · NQF Level 1 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Describe the relationship between customer service and business success, including key performance indicators.
- Analyze the impact of positive and negative customer service experiences on customer loyalty and brand reputation.
- Evaluate strategies for handling customer complaints and turning negative experiences into positive outcomes.
- Demonstrate effective communication techniques that enhance customer satisfaction and retention.
- Apply principles of service excellence to real-world business scenarios.

WHO SHOULD ATTEND

- This course is designed for frontline staff, team leaders, and managers in customer-facing roles across all industries who seek to improve service delivery and understand its direct link to business outcomes.

COURSE OUTLINE

Day 1: Foundations of Customer Service and Business Impact

- What is customer service? Definitions and scope
- The business case for excellent customer service
- Customer satisfaction, loyalty, and retention
- Impact of service quality on revenue and profitability
- Customer lifetime value (CLV) and its calculation
- The cost of poor service: lost customers and reputation damage
- Introduction to service quality models (e.g., SERVQUAL)

Day 2: Measuring and Managing Customer Service Performance

- Customer satisfaction surveys: design and interpretation
- Net Promoter Score (NPS) and Customer Effort Score (CES)
- Mystery shopping and service audits
- Service recovery: principles and best practices
- Handling complaints effectively
- KPIs for customer service: response time, resolution rate, etc.
- Employee training and empowerment for service excellence
- Case studies: companies with outstanding service recovery

Day 3: Strategic Integration and Continuous Improvement

- Building a customer-centric culture: leadership and communication
- Integrating service strategy with marketing, sales, and operations
- Continuous improvement methodologies: Plan-Do-Check-Act (PDCA), Lean
- Using technology to enhance customer service (CRM, chatbots, etc.)
- Measuring ROI of customer service improvements
- Developing a personal action plan for service excellence
- Final assessment and course wrap-up

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 1**.

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 252244) 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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