



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 Relations in Operational Units

Services / Wholesale and Retail

Unit Standard 258156 · NQF Level 3 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to build and maintain positive customer relations within an operational unit. Participants will learn to apply principles of customer service, handle complaints effectively, and contribute to a customer-focused culture. The course aligns with the SAQA unit standard 258156, ensuring that learners can demonstrate competence in building customer relations in a real-world operational context.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258156
Accreditation	SAQA Accredited · NQF Level 3 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of customer relations to enhance service delivery within an operational unit.
- Analyse customer needs and expectations to tailor service responses effectively.
- Evaluate the impact of customer relations on organisational performance and reputation.
- Demonstrate effective communication techniques to build rapport with customers.
- Implement strategies to resolve customer complaints and manage difficult situations.
- Design a customer service improvement plan for an operational unit.

WHO SHOULD ATTEND

- This course is designed for team leaders, supervisors, and operational staff who interact with customers directly or indirectly.
- It is ideal for individuals working in service-oriented environments within corporate, retail, or public sector organisations.

COURSE OUTLINE

Day 1: Understanding Customer Relations in Operational Contexts

- Introduction to customer relations in operational units
- The customer service value chain
- Stakeholder mapping: internal and external customers
- Aligning customer relations with operational objectives
- Legal and ethical considerations in customer interactions
- Overview of unit standard 258156 requirements

Day 2: Communication Skills for Customer Relations

- Principles of effective communication
- Verbal and non-verbal cues
- Active listening and empathy
- Questioning techniques for needs analysis
- Managing difficult conversations
- Cross-cultural communication in diverse workplaces

Day 3: Customer Needs Analysis and Service Delivery

- Techniques for gathering customer feedback
- Needs assessment tools and methods
- Service level agreements (SLAs) in operations
- Balancing customer expectations with operational constraints
- Continuous improvement in service delivery
- Case studies on needs analysis

Day 4: Handling Customer Complaints and Conflict Resolution

- The complaint handling lifecycle
- Conflict resolution models (e.g., Thomas-Kilmann)
- Negotiation techniques for customer relations
- Emotional intelligence in conflict situations
- Escalation procedures and reporting
- Role-play scenarios

Day 5: Building Customer Loyalty and Retention

- The loyalty ladder: from satisfaction to advocacy
- Customer retention strategies and tactics
- Net Promoter Score (NPS) and other metrics
- Personalisation and relationship building
- Managing customer expectations for long-term relationships
- Case studies on successful loyalty programmes

Day 6: Team Collaboration and Customer Relations

- Team dynamics in customer service
- Cross-functional communication and handoffs
- Shared accountability for customer outcomes
- Peer coaching and feedback
- Managing internal customer relationships

- Practical team exercise

Day 7: Integration, Assessment, and Action Planning

- Review of key concepts and skills
- Integration activity: customer relations simulation
- Action planning template and goal setting
- Summative assessment preparation
- Assessment: written test and practical demonstration
- Course evaluation and feedback

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 **10 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	12 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	13 Aug 2026	On-Campus	Mauritius
06 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, 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 258156) 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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