



**INTERNATIONAL  
HOTEL SCHOOL**

<b>Programme Name:</b>	Advanced Customer Service		
<b>Qualification / Learning Programme / Short Course:</b>	Skills Programme		
<b>NQF Level:</b>	5		
<b>Unit Standard (s):</b>	<b>SAQA ID No.</b>	<b>Title</b>	<b>Credits</b>
	14734	<i>Deal with Customers</i>	8
	7865	<i>Improve Service to Customers</i>	6
	7836	<i>Monitor Customer Satisfaction</i>	3
	8490	<i>Contribute to sustainable Tourism in South Africa</i>	4
<b>Credits:</b>	21		
<b>Learning Outcomes:</b>	<p>On successful completion of this programme the Learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the concept of the customer as a source of revenue for the business and therefore as the source of salaries</li> <li>2. Explain the impact of the loss of regular customer business on the organisation and on oneself</li> <li>3. Describe possible ways customers could react to poor service</li> <li>4. Describe methods of satisfying irate customers and dealing with the complaints customers have</li> <li>5. Understand what information may not be given out to the customer, along with reasons for the confidentiality</li> <li>6. Give reasons why complaints and customer feedback are good for the organisation</li> <li>7. Give reasons for the importance of anticipating customer needs</li> <li>8. Greet Customers in a polite and friendly manner that is suited to the situation and organisation</li> <li>9. Deal with Customers or refer them to the appropriate person (If referred, a clear and concise description of the problem is explained to the person dealing with the issue and reasons for referring the customer are explained)</li> <li>10. Refer Customer complaints that occur outside the individual's authority or area of work to the appropriate person. Give reasons for the referral</li> <li>11. Deal with Customer complaints and irate customers according to organisational requirements and make decisions about follow up actions to be taken</li> <li>12. Promote establishment services in a manner that is suited to the situation</li> <li>13. Given an entirely different field (e.g. agriculture, manufacturing or information technology), describe the importance of customer care in that field</li> <li>14. Make suggestions to improve customer care in a particular context</li> </ol>		

		<p>15. Obtain feedback from customers in order to improve customer service in accordance with organisational procedures</p> <p>16. Describe the importance of improving service by taking different cultures into consideration when interacting with customers</p> <p>17. Implement a comprehensive long term plan for raising and maintaining service levels in the organisation</p> <p>18. Describe ways to obtain customer feedback</p> <p>19. Explain the importance of interpersonal skills</p> <p>20. Describe the methods used to monitor staff-customer relations</p> <p>21. Describe products and services provided by the organisation</p> <p>22. Explain the importance of evaluating/dealing with complaints</p> <p>23. Explain the importance of understanding company standards</p> <p>24. Describe ways of establishing rapport with customers and maintaining a professional relationship</p> <p>25. Suggest possible ways to improve the procedure for handling customer complaints</p> <p>26. Demonstrate a good understanding of ethics and values</p> <p>27. Apply an understanding of the different roles, relationships, responsibilities, and expectations of all key stakeholders in constructing a tourist experience</p> <p>28. Demonstrate a good understanding of approaches to sustainable tourism</p> <p>29. Use understanding of sustainability issues to better understand the context of own performance</p> <p>30. Reflect on own contribution to sustainability within of a tourism enterprise or project</p>
<b>Programme Structure:</b>		The programme consists of three Modules: Module 1 – Deal with Customers Module 2 –Service Recovery Module 3 – Improve Customer Satisfaction
<b>Duration:</b>	<b>Teaching Methodology:</b>	Classroom theory; Demonstration; Simulation; Role play
	<b>Assessment Methodology:</b>	<u>Knowledge:</u> Written test, knowledge activities and/or assignments. <u>Practical:</u> Application and demonstration of skills
	<b>Contact Time (Knowledge):</b>	15 days (integrated with Skills contact time) Total contact time = 15 days
	<b>Contact Time (Skills Training):</b>	Integrated with Knowledge contact time
	<b>Workplace Practise:</b>	10 weeks
	<b>Final Integrated Summative Assessment (FISA) (Knowledge):</b>	2 hours

	<b>FISA (Practical):</b>	2 hours	
<b>Minimum / Maximum Delegates:</b>	<b>Minimum:</b> 10	<b>Maximum: Group size – Maximum No. of Groups – Unlimited</b>	
<b>Learning Programme Matrix Category:</b>			

### Notional Hour Calculation

\*A period of 10 weeks is recommended between training and Practical Assessment to enable the Learner to gain sufficient experience in skills application before the Final Integrated Summative Assessment (Practical) is conducted in the workplace.

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