

EXECUTIVE SUMMARY

Customer Relationship Management

NQF Level 5

Faculty of Business: Management Sciences

Learning Programme Title	Customer Relationship Management
Learning Programme ID	10047, 10054, 10045, 10053, 10052
Registration End Date	2018-06-30
Last Date for Enrolment	2019-06-30
Duration	10 Days
NQF Level	5
Credits	35
Learning Assumed To Be In Place	<ul style="list-style-type: none"> ▪ Communication at NQF Level 4. ▪ Mathematical Literacy at NQF Level 4. ▪ Computer Literacy at NQF Level 4.
Originating Qualification	NC Generic Management (NLRD 59201)

Knowledge Leadership Management

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KLM Empowered Human Solutions Specialists (Pty) Ltd • Director: L.E. Mansour (Chief Executive Officer) • Company Reg. No. 2004/029096/07 • Vat Reg. No. 4280215775

Provisionally Registered with the Department of Higher Education and Training (DHET) as a Private Further Education and Training College, Registration No. 2009/FE07/021; Registered with the Department of Basic Education (DBE), Registration No. 400376; SETA Accreditations: Fully Accredited Training Provider with; Service SETA, Decision No: 1154; SABPP Registration Number 61107L020KL,

TETA Accreditation No.TETA11-128 and Extension of Scope with W & R SETA.



Specific Outcomes	Content Outline
<ul style="list-style-type: none">▪ Listen to and interpret customer needs▪ Describe action plan▪ Implement action plan to meet customers needs▪ Track and measure the action plan to its completion▪ Identify "touch points" of customers▪ Determine solutions in areas of customer service▪ Action changes or improves areas of customer service▪ Monitor interaction between customer service providers and the customer▪ Monitor key performance areas▪ Identify needs of the customer▪ Present features, advantages and benefits to the customer▪ Demonstrate features, advantages and benefits▪ Apply personal selling skills to sell products or services<ul style="list-style-type: none">• Apply closing techniques to sell products or services	<ul style="list-style-type: none">▪ Monitoring Interaction between Customer Service Providers and the Customer▪ Monitoring Customer Satisfaction▪ Monitoring Key Performance Areas▪ Listening to and Interpreting Customer Needs▪ Action Planning▪ Implementing an Action Plan to Meet Customer Needs▪ Tracking and Measuring the Action Plan to its Completion▪ Identifying "Touch Points" of Customers▪ Determining Solutions in Areas of Customer Service▪ Actioning Changes or Improving Areas of Customer Service▪ Identifying Needs of the Customer▪ Presenting Features, Advantages and Benefits to the Customer▪ Demonstrating Features, Advantages and Benefits▪ Closing Techniques

Unit Standards

ID	Unit Standard Title	Level	Credits
10047	Close a deal with a customer	5	5
10054	Identify and manage areas of customer service impact	5	6
10045	Identify product features, advantages and benefits to the customer	5	10
10053	Manage customer requirements and needs and implement action plans	5	8
10052	Monitor handling of customers by frontline customer service	5	6
		Total	35

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