



# Executive Summary

Qualification	National Diploma: Customer Management
Qualification ID	20908
NQF Level	5
Minimum Credits	243
Duration	12 to 24 months
Field	Business, Commerce and Management Studies
Subfield	Marketing
ETQA	Services SETA
Purpose	Learners will have acquired a range of fundamental, core and elective competence around the areas of Marketing Strategy, Marketing Customer Relations, Principles of Marketing, Marketing Communications, Marketing Management, Marketing Research and Customer Management. Learners will have also demonstrated competence against specialised outcomes in the area of Customer Management.
Entry Requirements	<ul style="list-style-type: none"> <li>▪ NC: Marketing NQF Level 4</li> <li>▪ Marketing Communication NQF Level 4</li> <li>▪ Marketing Research at NQF Level 4</li> <li>▪ Marketing Management NQF Level 4</li> <li>▪ Customer Management or equivalent at NQF Level 4</li> </ul>



EMPOWERED

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## Exit Level Outcomes

- Conduct a marketing situational analysis while leading a team of Marketers and Service Providers.
- Develop, implement, and manage a marketing related project and / or activity plan, and implement a generic marketing communications strategy.
- Present the features, advantages, and benefits of products to customers so that a deal can be closed.
- Provide product training to others in the organisation and coach others on the principles of marketing in an organisation.
- Identify brand mix elements and financial implications for decision-making.
- Integrate marketing plans with the business process.
- Monitor and control the handling of customers, customer needs and requirements and areas of customer service impact.
- Analyse and interpret marketing information and present marketing data to stakeholders.
- Establish and develop customer needs and relationships to improve sales and relationships.
- Develop, implement, and monitor customer activity plans to meet organisational and customer requirements.

## The KLM Empowered X-Perience



### X-Ploration

For each of the SIX integrated learning blocks, learners explore content on their own before engaging with others. Guided by self-study plans and diagnostic self-assessment, they formulate their own insights to share.



### X-Change

Learners attend facilitator-led sessions, either in class or online, to share their learning and refine their skills in a safe environment. Collaborative activities and peer feedback build learning synergy and allow learners to master specific skills.

### X-Tension

Workplace application assignments allow learners to put their new learning to use on the job. Under the guidance of mentors, and with access to performance and wellness support, learners hone their skills and add value.



### X-Cellence

Each learner's progress is measured against learning outcomes through formative and summative assessment. Final examinations and presentations are used to obtain an accurate picture of overall understanding and mastery of the content.

### X-Citement

Learners receive a welcome letter and an X-Perience Map detailing the flow of their qualification. An orientation session helps them to understand the benefits and career options linked to the qualification.



# Learning Blocks

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## Marketing Communication

ID	Unit Standard Title	Level	Credits
10056	Analyse and interpret data and marketing information	5	8
14522	Analyse and explain the impact of one`s personal interactive style on one`s relationship with a client	5	6
8647	Apply workplace communication skills	5	10
10041	Conduct a marketing situational analysis	5	5
14525	Present an informed argument on a current issue in a business sector	5	5
Total			34

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## Marketing Planning

ID	Unit Standard Title	Level	Credits
10043	Develop, implement and manage a project / activity plan	5	5
10050	Integrate marketing plans with business process	5	6
10044	Implement a generic communication strategy	5	10
10053	Manage customer requirements and needs and implement action plans	5	8
Total			29

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## The Deal, The Brand and The Product

ID	Unit Standard Title	Level	Credits
10054	Identify and manage areas of customer service impact	5	6
10045	Identify product features, advantages and benefits to the customer	5	10
10048	Identify brand mix elements	5	8
10047	Close a deal with a customer	5	5
8246	Compiling and delivering presentations and persuasive written communications to enhance Retail/Wholesale practices	4	20
Total			49

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## Leadership and Customer Service

ID	Unit Standard Title	Level	Credits
10051	Coach others on principles of marketing in an organisation	5	5
10046	Provide product training to others in the organisation	5	10
10049	Identify financial implications for making decisions	5	8
10042	Lead a team of marketers and service providers	5	10
15096	Demonstrate an understanding of stress in order to apply strategies to achieve optimal stress levels in personal and work situations	5	5
10052	Monitor handling of customers by frontline customer service	5	6
10055	Present data to stakeholders	5	5
Total			49

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## Integrative Projects

ID	Unit Standard Title	Level	Credits
10993	Conduct an integrative project in the workplace	5	40

## Electives

ID	Unit Standard Title	Level	Credits
10068	Develop and implement customer activity plans to reach agreement	5	16
10067	Develop customer needs and relationships	5	16
10066	Establish customer needs and relationships	5	16
Total			48

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# The Greatness Effect