



Executive Summary

Qualification	National Diploma: Customer Management
Purpose	The purpose of this qualification is to enable learners to manage every interaction point of the customer value chain in order to increase customer lifetime value and contribute to the strategic success of any organisation.
Qualification ID	20908
NQF Level	5
Minimum Credits	243
Duration	One year
Field	Business, Commerce, and Management Studies
Subfield	Marketing
Quality Partner	Services SETA
Entry Requirements	Learners accessing this qualification are assumed to be competent in Communication, Mathematical Literacy, and Computer Literacy at NQF Level 4.

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Overview

Customer experience management (CXM) is crucial because it directly impacts customer loyalty, satisfaction, and ultimately, a company's bottom line. By strategically managing interactions across the entire customer journey, businesses can differentiate themselves, drive revenue growth, and build a strong brand reputation.

The National Diploma in Customer Management is designed to expose learners to a broad set of core competencies in the field of customer experience management. It is applicable to employed and unemployed learners.

Qualifying learners will be able to:

- Conduct a marketing situational analysis
- Identify brand mix elements
- Integrate marketing plans with the business process
- Implement a generic marketing communications strategy
- Establish and develop customer needs and relationships
- 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
- Monitor the handling of customers by frontline service
- Identify and manage areas of customer service impact
- Analyse data and prepare recommendations for stakeholders

The KLM Empowered Learning X Perience

X Plore

For each of the 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 Tend

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 Cite

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.



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 Cel

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

Qualification Outline

YEAR 1

MODULE 1: COMMUNICATING WITH IMPACT (56 credits)

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ID	Title	Level	Credits
10044	Implement a generic communication strategy	5	10
8647	Apply workplace communication skills	5	10
8246	Compiling and delivering presentations and persuasive written communications to enhance Retail/Wholesale practices	4	20
10055	Present data to stakeholders	5	5
14525	Present an informed argument on a current issue in a business sector	5	5
14522	Analyse and explain the impact of one's personal interactive style on one's relationship with a client	5	6

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MODULE 2: MARKETING AND BRANDING (22 credits)

ID	Title	Level	Credits
10048	Identify brand mix elements	5	8
10049	Identify financial implications for making decisions	5	8
10050	Integrate marketing plans with business processes	5	6

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MODULE 3: CUSTOMER RELATIONSHIP MANAGEMENT (32 credits)

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

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MODULE 4: SUCCESSFUL SELLING (31 credits)

ID	Title	Level	Credits
10067	Develop customer needs and relationships	5	16
10045	Identify product features, advantages and benefits to the customer	5	10
10047	Close a deal with a customer	5	5

MODULE 5: CUSTOMER EXPERIENCE MANAGEMENT (45 credits)

ID	Title	Level	Credits
10053	Manage customer requirements and needs and implement action plans	5	8
10042	Lead a team of marketers and service providers	5	10
10054	Identify and manage areas of customer service impact	5	6
10046	Provide product training to others in the organisation	5	10
10052	Monitor handling of customers by frontline customer service	5	6
10051	Coach others on the principles of marketing in an organisation	5	5

MODULE 6: SITUATIONAL ANALYSIS (58 credits)

ID	Title	Level	Credits
10041	Conduct a marketing situational analysis	5	5
10056	Analyse and interpret data and marketing information	5	8
10043	Develop, implement and manage a project/activity plan	5	5
10993	Conduct an integrative project in the workplace	5	40

The Greatness Effect