



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Customer Interaction – Level 1

Overview

Customer service begins the moment a customer calls or walks through the door — this moment of truth determines how the customer perceives the organisation. This course helps delegates understand what customer service really means, how attitude influences service quality, and how to develop a positive, customer-focused mindset that builds loyalty and lasting relationships.

Objectives

On completion of this course, delegates will be able to:

- Explain the meaning of customer service in relation to internal and external customers.
- Recognise how attitude impacts service standards.
- Develop and maintain a positive, customer-focused approach.
- Apply techniques for engaging with customers effectively.
- Improve self-awareness and professionalism to enhance customer service.
- Apply emotional intelligence to improve customer interactions.
- Use digital and telephone etiquette to strengthen service delivery.

Course Prerequisite

Ability to read, write and understand English

Language of Delivery

English

Delivery Methods

The course is facilitated by an experienced subject matter trainer, using a combination of:

- Interactive Discussions
- Role Plays & Case Studies
- Practical Exercises
- Videos & Slide Presentations
- Games & Group Activities
- Written Questions and Feedback

Who should attend?

This course is ideal for employees who interact with customers face-to-face or telephonically, including:

- Frontline Staff
- Receptionists
- Call Centre Agents
- Sales Staff
- Client Service Representatives

Course Outline

This course consists of the following 5 modules

Module 1	Introduction to Customer Service • Understanding the importance of customer service • What customer service means in practice • Who is the customer? Internal vs external customers • Customer needs (personal and practical) and expectations • Moments of truth: how every interaction impacts customer loyalty
Module 2	Personal Presentation & Attitude • Personal attributes for customer service excellence • Self-awareness and self-esteem • Developing your personal brand as a service provider • Professional appearance (dress code & grooming) • Body language and physical distance • Positive work attitude • Good manners and basic office etiquette • Professional conduct in digital and hybrid workspaces

Module 3	Communication Skills for Customer Service • Verbal communication skills • Word choice and tone of voice • Assertiveness: balancing firmness and respect • Listening vs hearing • Effective small talk • Dealing with unhappy or irate customers • Handling complaints professionally • Open and closed questioning techniques • Using empathy and active listening to de-escalate conflict
Module 4	Time Management & Telephone Etiquette • Managing work hours effectively • Task prioritisation (urgent vs important) • Meeting deadlines and improving efficiency • Identifying and reducing time wasters • Productivity tips for service roles • Telephone courtesy and posture • Professional greetings, answering, returning, and transferring calls • Telephone do's and don'ts • Managing customer expectations in digital and telephonic communication
Module 5	Teamwork & Service Motivation • The value of teamwork in customer service • Commitment, responsibility, and accountability • The ten customer service commandments • Staying motivated in a customer-facing role • Building a service culture that retains customers

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training)	• Electronic Certificate (on successful completion of the course) • Electronic Delegate Feedback Questionnaire