MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Customer Care and Service Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2820	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Magna Skills is pleased to introduce the Customer Care and Service Management course, designed to empower participants with the essential skills and strategies needed to excel in customer service roles. This program focuses on cultivating a customer-centric mindset, effective communication, and service management techniques to enhance overall customer satisfaction.

Course Outcomes

Upon completion of the course, participants will:

1. **Master Customer Service Skills:**
   - Develop effective communication and interpersonal skills.
   - Understand the importance of empathy and active listening in customer interactions.
2. **Implement Customer-Centric Strategies:**
   - Learn to assess and meet customer expectations.
   - Explore strategies for creating a customer-centric service culture.
3.

Service Management Excellence:

- Understand service management principles and frameworks.
- Gain insights into optimizing service delivery and resolving customer issues.

4. **Effective Problem Solving and Decision-Making:**
   - Develop problem-solving skills to address customer challenges.
   - Learn decision-making strategies to enhance service efficiency.
5. **Building Customer Loyalty:**
   - Explore techniques for building and maintaining customer loyalty.
   - Understand the role of customer feedback in continuous improvement.
6. **Crisis Management in Customer Service:**
   - Develop crisis management strategies for handling challenging customer situations.
   - Learn to turn challenging interactions into positive customer experiences.

Course Outline / Curriculum

Module 1: Customer Service Fundamentals

- Importance of customer service in business
- Key principles of effective customer interactions

Module 2: Customer-Centric Strategies

- Assessing and meeting customer expectations
- Strategies for creating a customer-centric service culture

Module 3: Service Management Principles

- Overview of service management frameworks
- Optimizing service delivery and issue resolution

Module 4: Effective Communication in Customer Service

- Developing communication and interpersonal skills
- The role of empathy and active listening in customer interactions

Module 5: Problem Solving and Decision-Making

- Problem-solving techniques for customer challenges
- Decision-making strategies to enhance service efficiency

Module 6: Building Customer Loyalty

- Techniques for building and maintaining customer loyalty
- Importance of customer feedback in continuous improvement

Module 7: Crisis Management in Customer Service

- Developing crisis management strategies
- Turning challenging interactions into positive customer experiences

4. Who Can Attend: This course is suitable for professionals working in customer service, client relations, and service management roles, including but not limited to:

- Customer Service Representatives
- Client Relations Managers
- Service Desk Analysts
- Customer Support Teams
- Frontline Service Staff
- Service Managers

5. Delivery Format: The Customer Care and Service Management course, offered by Magna Skills, will be delivered through a blend of interactive lectures, role-playing exercises, case studies, and group discussions. Participants will have the opportunity to apply theoretical knowledge in practical scenarios, fostering a comprehensive and engaging

learning experience. Additionally, guest speakers with expertise in customer service and service management may be invited to share insights and practical experiences.

Target Audience

Customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists as well as managers who want customer service training in order to reinforce their skills and train their staff.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Customer Care and Service Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____