

Customer Care and Service Management Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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EMPOWERING WORKFORCE THROUGH QUALITY TRAINING

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Course Summary

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 Objectives

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

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.



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Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

| Approval & Authorization | |
|--------------------------|---|
| Applicant Details | Course Details |
| First Name: | Course Name: |
| Last Name: | Training Venue: |
| Mobile: | Month: |
| Email: | Training Method: Online[____] Face to Face [____] |
| Company Name: | Duration: |
| Country: | Number of Staff Members: |

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.