



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Customer Service Excellence

2 day course

Classroom, online or in-house

Course overview

Customers rarely leave because of a single failure; they leave because of how the failure was handled, which puts recovery at the centre of service rather than at its margin. This course is built around that. Delegates work through the customer's experience of your organisation as they actually meet it, including the handoffs where responsibility is dropped, service standards that mean something to a customer rather than to an internal report, and communication in person, by telephone and in writing. Handling complaints and angry customers is practised in full, including the apology that works and the one that inflames. Service recovery and the authority frontline staff need are covered. The course closes on capturing what complaints reveal and acting on it.

What you will learn

- Map the customer's experience including the handoffs between teams
- Set service standards that matter to a customer
- Communicate effectively in person, by telephone and in writing
- Handle complaints and angry customers without escalating them
- Apologise in a way that repairs rather than inflames
- Recover service, and hold the authority to do so
- Capture what complaints reveal and act on the pattern

Who should attend

- Frontline and customer facing staff
- Call centre and service desk personnel
- Supervisors and team leaders in service roles
- Branch, retail and reception staff
- Managers designing service standards

Course outline

- 01 Not the failure, the handling of it
- 02 The customer's actual experience
- 03 Handoffs and dropped responsibility
- 04 Service standards that matter to a customer
- 05 Communication across channels
- 06 Complaints and angry customers
- 07 Apology and service recovery
- 08 Frontline authority and learning from complaints

Upcoming dates

Dates	Venue	Format	Fee per delegate
16 to 17 November 2026	Kampala, Uganda	Classroom	USD 795
21 to 22 December 2026	Harare, Zimbabwe	Classroom	USD 795
18 to 19 February 2027	Durban, South Africa	Classroom	R11,950
1 to 2 March 2027	Windhoek, Namibia	Classroom	R11,950



Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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