

Professionalism in a customer-focused environment

Personal Effectiveness and Service Excellence

US 110021 / NQF Level 4 / 6 Credits

Practical skills for communication, organisation, and professional impact

Your customers do not experience your strategy, your org chart, or your intentions. They experience *your people*. One hesitant greeting, a sloppy email, a missed deadline, or a defensive response can undo months of brand-building in seconds. And in a customer-focused environment, consistency matters: professionalism is not a “nice-to-have”, but rather is the standard that shapes trust, loyalty and reputation.

This intervention is designed for organisations that want to raise the bar across the board by building clear, practical behaviours your staff can apply immediately. Participants learn how to act with credibility, keep commitments, communicate with confidence, and handle customer interactions as the defining “moments of truth” they are.

We will help you turn professionalism into repeatable behaviour. You will sharpen your customer service mindset, organise your work with intention, communicate with clarity (even when things get tense), and write business documents that are easy to read and hard to misunderstand. You will also strengthen how you handle information, files, and records so your work stays accurate, compliant, and reliable.

WHO SHOULD ATTEND

- Administrators and office professionals who want to strengthen personal effectiveness
- Customer-facing staff who want to deliver consistently excellent service
- Team members who support internal customers across departments
- Supervisors and emerging leaders who set the tone for professional standards

HOW YOU WILL BENEFIT

- **Strengthen** professional conduct through reliability, integrity, and accountability
- **Enhance** customer service by understanding expectations and handling enquiries confidently
- **Improve** your planning and time management so deadlines stop feeling like emergencies
- **Build** healthier working relationships using clear communication and respectful conflict skills
- **Write** emails, letters, and reports that are structured, concise, and fit for purpose
- **Protect** confidentiality and handle workplace information with better judgement
- **Maintain** files and records in a way that supports service delivery, audit readiness, and trust

Two-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtc.co.za / www.kznbusinessstraining.co.za

WHAT WILL BE COVERED

Setting the standard: professional behaviour that earns respect

- Commitments and promises: how follow-through builds credibility
- Business ethics and codes of conduct in day-to-day decisions
- Integrity in practice: doing the right thing when it is inconvenient
- Accountability and responsibility in a busy workplace
- First impressions: managing perception with etiquette, grooming, and communication

Service that sticks: customer care that keeps people coming back

- What customer service really means before, during and after delivery
- Creating competitive edge through consistent service habits
- Retaining customers by handling needs, complaints, and expectations
- Internal vs external customers: serving colleagues with the same professionalism
- Understanding the consequences of poor service for reputation and results

Personal effectiveness: plan, prioritise, deliver

- Understanding the business environment: goals, people, documentation, legislation
- Planning aids that actually work: to-do lists, calendars, action plans, longer-range planners
- Prioritising routine and unexpected tasks without losing control
- Adjusting work plans when priorities shift
- Handling deadlines and meeting commitments with professional consistency

Working relationships that work: communication, culture and conflict

- Organisational culture and context: how it shapes behaviour and expectations
- Teamwork fundamentals and practical collaboration habits
- Conflict management: keeping the issue separate from the person
- Communication styles: passive, aggressive, assertive and why assertive wins
- Choosing the right channel: verbal, written and electronic communication
- Communication difficulties: spotting barriers early and reducing misunderstanding
- Confidentiality and data protection as everyday professional discipline

Write with impact: business writing skills for the real world

- The "rules" of business writing: clarity, brevity, reader focus, proofreading
- Planning with purpose: knowing your audience and desired outcome
- Structuring documents so the message lands quickly
- Tone: professional without being stiff or vague
- Punctuation and common writing traps that damage credibility

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Business writing in practice: produce documents people can use

- Writing effective business letters with clear next steps
- Email etiquette and email structures that reduce back-and-forth
- Writing business reports with terms of reference, findings, conclusions, recommendations
- The rule of three to make key points memorable
- Formatting for readability and professional presentation

Information stewardship: maintain files and records with confidence

- Information as a business asset: accuracy, access, protection, lifecycle thinking
- Sorting, handling, and storage across physical and digital records
- Filing new documentation and tracking movement of items
- Storing records securely and retrieving them efficiently
- Managing out-of-date information through retention and disposal principles
- Identifying improvements to filing systems to reduce risk and wasted time

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