



Customer Service Excellence

OFFICIAL ACADEMIC PROSPECTUS & CURRICULUM GUIDE

NQF Level: Industry Certification | **Credits:** N/A

Delivery: Online

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PROGRAMME OVERVIEW

PROGRAMME DURATION	5 Weeks
ACADEMIC LEVEL	Industry Certification
TOTAL CREDITS	N/A
SAQA REGISTRATION	Pending
MODE OF DELIVERY	Online
TOTAL INVESTMENT	R 5,500 (Registration Deposit: R 799)

Executive Introduction

If you work in a modern corporate office, Excel is your absolute most powerful tool—but tragically, most people only use 5% of its incredible potential. Our Advanced Microsoft Excel for Business course is rigorously designed to turn you into an undisputed 'Data Wizard.' We completely skip the boring basics of typing in cells to focus intensely on the high-end logic, massive formulas, and complex visualizations that drive executive-level decision-making and extreme operational efficiency.

Participants will master highly complex VLOOKUPs, XLOOKUPs, Pivot Tables, and deeply nested IF statements, learning exactly how to synthesize hundreds of thousands of rows of messy data into a single, high-impact executive chart. The curriculum is built entirely around 'Real-World Business Tasks,' ensuring that absolutely every shortcut you learn is something you will use to save hours of manual work every single week. We treat Excel not just as a simple spreadsheet, but as a highly powerful mini-database and analytical engine for the professional analyst.

In this advanced track, you will also deeply explore the basics of true automation through Macro recording and Power Query to eliminate manual data-cleaning work entirely. You will graduate as the absolute 'Data Authority' in your office, possessing a level of speed and mathematical precision that makes you a totally indispensable strategic asset to any management team or department head. This is the definitive, elite track

for those who want to confidently lead through data and secure their value in the company.

PURPOSE OF THE LEARNING PROGRAMME

To completely eliminate operational bottlenecks through advanced spreadsheet logic and aggressive automation. The primary objective is to enable professionals to fully automate their entire weekly reporting cycle, freeing up massive amounts of time for high-level strategy and deep analysis.

To radically improve the accuracy and reliability of high-stakes corporate reporting. We aim to teach students exactly how to build 'Error-Proof' spreadsheets with strict data validation and sheet protection, ensuring that the numbers presented to executive management are always 100% correct.

To foster elite, high-impact data visualization and beautiful executive dashboard design. The purpose of this track is to move far beyond simple, boring tables to building highly dynamic, interactive dashboards that allow executives to identify risks and lucrative opportunities at a single glance.

To provide a highly universal technical skill that transcends all industries and borders. Advanced Excel is used heavily in every single department from HR and Marketing to Engineering and Finance; our purpose is to give students a 'Master Key' skill that drastically improves their career prospects in any field.

To serve as the definitive, foundational bridge to advanced professional Data Science. This rigorous programme provides the exact logical and data-handling grounding strictly required for those who eventually want to move into Power BI, Python for Data Science, or highly complex SQL database management systems.

MODULE BREAKDOWN

Module 01: Understanding Customers

Types of customers and needs.

Module 02: Communication Skills

Active listening and tone.

Module 03: Problem Solving

Turning complaints into loyalty.

Module 04: Managing Stress

Dealing with difficult situations.

Module 05: Service Standards

Measuring quality and feedback.

PRACTICAL LAB ENVIRONMENTS

This programme includes intensive hands-on practical labs designed to bridge the gap between theoretical knowledge and real-world industrial application.

Lab 1: Active Listening & Empathy Role-Play

Practice de-escalation techniques. Deliverable: Recorded role-play + self-assessment.

Lab 2: CRM Data Entry & Retrieval

Log and retrieve customer interactions in a CRM. Deliverable: CRM screenshot + interaction log.

Lab 3: Complaint Resolution Simulation

Resolve a complex customer complaint. Deliverable: Resolution script + follow-up plan.

Lab 4: Service Quality Audit

Evaluate service interactions against standards. Deliverable: Audit checklist + improvement actions.

CAREER FIELDS & OPPORTUNITIES

Graduates of this learning programme are aggressively equipped with the specialized competencies required to pursue the following elite professional roles within the global industry:

CUSTOMER SERVICE REPRESENTATIVE	Advance your career as a Customer Service Representative in the industry.
CALL CENTER AGENT	Advance your career as a Call Center Agent in the industry.
CLIENT RELATIONS SPECIALIST	Advance your career as a Client Relations Specialist in the industry.
SUPPORT TEAM LEAD	Advance your career as a Support Team Lead in the industry.
CUSTOMER EXPERIENCE COORDINATOR	Advance your career as a Customer Experience Coordinator in the industry.
SERVICE QUALITY ANALYST	Advance your career as a Service Quality Analyst in the industry.
CLIENT SUCCESS ASSOCIATE	Advance your career as a Client Success Associate in the industry.

NEXT STEPS & APPLICATION

Ready to definitively advance your professional trajectory? Formal applications are currently open for the upcoming academic cycle. To securely guarantee your placement in the next intake for **Customer Service Excellence**, please complete our online application process or contact our admissions advisory team directly.

CONTACT ADMISSIONS

Official Email: apply@softkingsacademy.co.za

Academy Website: www.skacademy.co.za

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DIGITAL STUDENT PORTALS

Studentzone: portal.skacademy.co.za

Exam Centre: exams.skacademy.co.za

Verify Certificate: skacademy.co.za/verify-certificate

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SOFTKINGS ACADEMY IS FORMALLY COMMITTED TO PROVIDING INDUSTRY-LEADING, ACCREDITED SKILLS DEVELOPMENT.

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INFORMATION CONTAINED WITHIN THIS PROSPECTUS IS CORRECT AT THE TIME OF PRINTING.