



2010 Customer Service Programme

With the 2010 FIFA World Cup just around the corner, it's time for South Africans to begin preparing to show the world what it means to live in a young and vibrant democracy.

As world attention focuses on the first African World Cup, customer service representatives need to reflect the true South African spirit. Yet it takes more than just an inherent sense of willingness and generosity to impress visitors who for the most part will be well-educated, well-travelled and relatively wealthy. To do this, customer service representatives must also display professional skill, breadth of knowledge and an ability to deliver no matter the circumstances.

To help South Africa prepare for this worthy responsibility, Siyandza Skills Development has created the 2010 Customer Service Training Programme. This unique programme is designed to meet the challenges of transferring world-class service skills and FIFA 2010 FIFA World Cup related knowledge to a wide range of customer-facing people, in a relatively short period of time.

Customer-facing companies involved in the 2010 FIFA World Cup are encouraged to attend the programme in order to prepare employees for questions, diversity and culture presented by visitors, ensuring service of the utmost excellence and a positive portrayal of the companies brand.



*Delivering outcomes based corporate training solutions
tailored to your company's specific needs*

Who Should Attend?

Any person in a customer facing role, who will have contact with tourists coming to South Africa for the Soccer World Cup, such as:

- Call centre personnel
- Airport personnel
- Restaurant personnel
- Hotel staff
- Game volunteers
- Ticketing offices
- Bank staff

About the Programme



The Programme Outline

2010 FIFA World Cup South Africa Component:

- Allows customer service representatives to speak knowledgably about soccer, regardless of age, culture or background.
- Gives the customer service representatives an overall knowledge of the countries participating in the World Cup.
- Facilitates the customer service representatives' knowledge about game schedules.

Tourism Component:

- Allows customer service representatives to recognise different accents and to practice their pronunciation and clarity of speech to ensure they are understood.
- Allows customer service representatives to sensitively assist tourists to find accommodation, car hire, restaurants or entertainment, foreign exchange, or any customer facing.

If you are interested in preparing your customer-facing employees for the 2010 FIFA World Cup South Africa, please contact us.



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