

Prospectus



Customer Services

Enrol Qualify Achieve

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Dear Student

Right now, you have your sights firmly set on exploring your career development. As you contemplate further study, you want to be certain that your hard work will enjoy the credibility and respect of employers.

Rest assured that Damelin Correspondence College is a learning institution that is employer-recognised and trusted. Damelin prides itself on offering you the very best learning programmes.

As you page through this prospectus, keep your career goals firmly in focus. This will enable you to identify the programme that will open the door to your career success.

Why study with Damelin Correspondence College?

- Damelin is the largest and most comprehensive offering in Southern Africa.
- Employers recognise and have confidence in a Damelin certificate as being academically sound and relevant to their needs.
- Damelin Correspondence College (Pty) Ltd is provisionally registered with the Department of Education until 31 December 2014. Registration no. 2008/FE07/037 - see www.education.gov.za.
- Damelin Correspondence College (Pty) Ltd has provisional accreditation with UMALUSI and is a confirmed candidate for full accreditation. UMALUSI is the Council for Quality Assurance in General and Further Education and Training in South Africa - see www.umalusi.org.za. The accreditation number for Damelin Correspondence College (Pty) Ltd is FET 00475PA. Employers are required to quote this number in their claims to the Skills Levy Fund, for investing in their employee's education as set out in the Skills Development Act No 31, 2003.
- Damelin Correspondence College offers you the flexibility to gain qualifications while you are working.
- Damelin focuses on providing you with programmes of study that are career-related, and academically driven.
- Damelin's expertise includes programme development, curriculum design, content, and student support methods that are right up to date.

Register now and be one step closer to the career position you desire, and the future you are aiming for.



Yours sincerely
Thivhudziwi Vele
Damelin Correspondence College Principal



DCC's Learning Opportunities

DCC caters for a wide variety of learner needs. This means that we offer both formal and non-formal programmes. It is important that you understand the type of programme for which you are enrolling.

Damelin Correspondence College offers you the following learning opportunities :

National qualifications are credit-bearing qualifications registered on the NQF and accredited by a Quality Assurance Body, such as a SETA. A skills programme is an accredited component of a national qualification. An example of a National Qualification offered by DCC is the National Certificate in Bookkeeping, NQF Level 3, SAQA ID 58375, accredited by FASSET.

DCC Provider Programmes are DCC's vocational certificates and diplomas that enhance your skills and improve your career opportunities. Provider Programmes are not linked to the NQF, but they are in high demand and carry the approval of the DCC Academic Board. An example of a DCC Provider Programme is the DCC Certificate in Professional Secretary.

Agent Programmes are programmes for which DCC offers tuition, but where DCC does not issue the final certificate. The agent body issues the final certificate and manages the final examinations. An example of an Agent Programme offered by DCC is the Microsoft Office User Specialist (MOUS) programme.

Continuous Professional Development (CPD) Programmes are short courses that help you add to your current professional knowledge in a particular field, and hence boost your abilities within your career. An example of a DCC CPD programme is the DCC Short Course in Conflict Management.

Orientation Programmes are short courses that introduce you to a particular field or career, and that offer you the opportunity to explore an interest or skills set without having to enroll on a full programme. An example of a DCC Orientation Programme is the DCC Short Course: Introduction to Radio Broadcasting.

Self-employment Programmes were designed to refine your skills in a particular field of interest, to teach you how to make a living from a particular skill, interest or hobby, and to help you start your own business. An example of a DCC Self-employment programme is the DCC Diploma in Computerised Bookkeeping.

Why Choose Damelin Correspondence?

Employer Credibility

Today's job market is highly competitive, particularly for young people who are seeking their first job. In this environment, the most valuable asset that a job-seeker can have is a relevant qualification from an acclaimed and respected institution. Students can rest assured that, with over 40 years' experience in preparing learners for employment, and 30 campuses around the country, Damelin has an unrivalled reputation as an educational institution. Every employer knows and respects the calibre of Damelin graduates.

Flexibility and Commitment to the Student

Studying by correspondence has several advantages over attending classes at a campus:

- Students can register at any time of the year
- Students can learn at home, according to a convenient schedule, without having to incur the cost and inconvenience of travelling to classes at fixed times
- Students can continue to earn an income, while studying outside of working hours at home.
- Students have access to highly qualified and experienced Damelin tutors who can provide quick feedback by giving detailed comments on assignments, and can provide telephonic tutorials on a one-to-one basis.
- Students can engage with study material that is divided up into logically sequenced, manageable units, which form part of an integrated and sound learning process of introduction, reinforcement and review, interspersed with learner-centred exercises.

Career Counselling & Development Service

Students are encouraged to make use of Damelin's free educational counselling service. Students can contact the Damelin Correspondence College Call Centre by telephone for referral to a Career Counsellor, or to make a personal appointment. Alternatively, learners can e-mail queries to the College.

The Career Counsellor can assist learners in choosing a career. He or she can also provide additional academic support (such as study skills, tips for writing assignments and pre-exam techniques, life skills, time-management, coping with stress, and more), or can simply provide job-searching techniques.

Why Choose Damelin Correspondence?

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Providing for Students with Disabilities or Audio Needs

Damelin seeks to provide learners who have disabilities with every opportunity to participate fully in the College. When registering, learners are invited to disclose any disabilities that they may have, and to indicate any individual support or special examination arrangements that they may need. Students are also welcome to contact a Damelin Student Consultant for further information. In addition, learners with disabilities are invited to discuss their particular needs with the Career Counsellor, who is available to assist with personal, academic and career choices.

Students who experience difficulty in studying from printed material, for whatever reason, are encouraged to contact the Education Desk of Tape Aids for the Blind, to arrange for printed material to be transferred to audio. Phone 031 309 4800.

Recognition of Prior Achievement

Our Internal Policy of recognition of prior achievements is applied to this programme. Therefore, should learners not meet the admission requirements as described in the brochure, they should contact Damelin Correspondence College to evaluate their prior achievement, to decide if they can gain entrance to the course of their choice.

For further information and distance learning guidance visit our website at:

www.dcc.edu.za

The Customer Services Programmes

Damelin Certificates and Diplomas have gained prestige in the business industry and are evidence of thorough training and a high level of competence, providing hands-on skills for those who want to advance their careers in the South African business environment.

Most of the Damelin business learning programmes are structured on various levels within career programmes. In order to progress to further levels within the programme, the learners must have completed the relevant subjects on the previous levels, or obtained exemption from these subjects based on their prior learning or experience.

Business across the globe is experiencing a tremendous acceleration in the growth of Customer Services facilities. In South Africa, the growth rate of this aspect of business is matching international statistics. In keeping with Damelin's ability to offer the most up-to-date learning programmes for career advancement, they offer four learning programmes covering the customer service opportunity spectrum.

The learner can choose between:

- The Diploma in Call Centre Management
- The Short Course Certificate in Customer Relationship Management
- The Short Course Certificate in Customer Care

Customer Relationship Management

Career Prospects

Customer Relationship Management (CRM) is the new buzzword in business, but in fact it has been around for centuries. In the old days, the general dealer knew each of his customers personally. Big corporate companies have lost the personal relationship with their customers and therefore to track the customer and keep up to date with them has become essential. CRM is all about managing the quality and points of contact between the customers and the business in doing so, businesses can guarantee positive and mutually satisfying relationships between themselves and their customers.

Damelin offers the following learning programme in Customer Relationship Management:

- Short Course in Customer Relationship Management

Admission Requirements

The learner must have Grade 10 (Std. 8) or an equivalent or contact a Student Consultant for Recognition of Prior Learning. It is essential that once the learner has decided on the course they would like to enrol for, they must bear in mind their present level of education and experience. It would be to the detriment of their studies should they enrol in a course for which they don't have the necessary educational background. It is far better to adopt a conservative approach and build a solid foundation for further study.

Student Assessment

Upon enrolment the learner will receive an examinations guide for their Damelin internal examinations. This examinations guide is updated every year and contains information regarding assignment deadlines and examination registration dates of the actual exam, and it is therefore the learner's responsibility to request an updated examination guide at the start of each year. Once the learner has passed all the required assignments, they need to complete an examination entry form and submit it to the college, together with the prescribed examination fee. Students are required to register for examinations with the college.

Diploma in Call Centre Management

Programme Type

The Call Centre Management Diploma is a **Provider Programme**.

Career Prospects

Damelin has developed this learning programme in response to the growing demand for Call Centre Managers across the country. Call Centres are one of the fastest growing sectors of the service industry. In the United Kingdom, 6-10% of the working population is already employed in contact centres and the trend has spread to other countries, including South Africa.

Call Centre Management is an international career, and a qualified Call Centre Manager will be able to pursue a career overseas. This learning programme is ideal for the individual who is interested in entering the Customer Service Industry or is already working in a Call Centre, and would like to broaden their knowledge or gain an official related certification.

Admission Requirements

Grade 12 (Std. 10) or an equivalent.

Programme Structure

The Call Centre Management Diploma consists of:

- Contact Centre Operations Management I
- Contact Centre Services Management I
- Contact Centre People Management I
- Contact Centre Operations Management II
- Contact Centre Services Management II

Select 1 of the following:

- Contact Centre Operations (Commercial Environment)
- Contact Centre Operations (Emergency Environment)

Programme Duration

Students should be able to complete this course in 24 months.

Student Assessment

It is not compulsory for learners to hand in written assignments but they are required to write 6 formal exams. Please note that exams are written in June and October of each year. Students should complete an examination entry form and submit it to the college, together with the prescribed examination fee before the closing date for the next examination.

Diploma in Call Centre Management

Certification

On successful completion of this learning programme learners will receive a Damelin Correspondence College Diploma in Call Centre Management.

Aim High

Should learners choose to register for more than one learning programme, they will benefit from significant discounts. Damelin recommends that learners combine the Call Centre Management programme with the Short Course Certificate in Customer Relationship Management.

Short Course Certificate in Customer Relationship Management

Programme Type

The Customer Relationship Management Short Course Certificate is a **Continuous Professional Development**.

Career Prospects

The Damelin Short Course Certificate in Customer Relationship Management will benefit those wishing to improve their competence in customer service, customer centre operations, and management of marketing and sales. This learning programme focuses on strategically managing the ability of call centre teams and individuals to attract and retain customers through excellent service, co-operation, trust, commitment and the sharing of information.

Admission Requirements

Grade 10 (Std. 8) or an equivalent. (If the learner wishes to register for the learning programme and does not meet the minimum admission requirements, but has three years' relevant work experience, they should call the nearest Damelin branch to discuss the prospects for entrance to the learning programme.)

Programme Structure

The Damelin Short Course Certificate in Customer Relationship Management consists of:

- Understanding customer service today.
- Developing added-value service responses.
- Executing delivery of the service offering.
- Measuring, maintaining, learning and improving service levels.

Programme Duration

Students should be able to complete this course in 12 months.

Student Assessment

Students are required to hand in written assignments to the college for marking.

Short Course Certificate in Customer Relationship Management

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Certification

On successful completion of this learning programme learners will receive a Damelin Correspondence College Short Course Certificate in Customer Relationship Management.

Aim High

Should learners choose to register for more than one course, they will benefit from significant discounts. Damelin recommends that learners combine the CRM programme with the any of the full Call Centre Learning programmes.

Short Course Certificate in Customer Care

Programme Type

The Customer Care Short Course Certificate is a **Continuous Professional Development**.

Career Prospects

This informative short learning programme will teach you the ins and outs of dealing with both clients and colleagues, telephonically and face-to-face. This short learning programme will give you confidence, enhance your people skills, enable you to provide the best service to clients and customers. Everyone who is involved in sales and dealing with the public should learn how to deal with them correctly. Customer care deals with, requests and queries, follow-up on requests, face-to-face and telephonic enquiries as well as cultural awareness in dealing with customers and colleagues.

Admission Requirements

Grade 10 (Std. 8) or an equivalent.

Programme Structure

- Display Cultural Awareness with Customers and Colleagues.
- Attend to Customer enquiries Face-to-Face and on the telephone.
- Inform Client of Planned process and follow up on requests.
- Resolve Client requests and queries.

Programme Duration

Students should be able to complete this course in 12 months.

Student Assessment

Students will be assessed by means of 2 assignments which they have to submit to the College for marking.

Certification

On successful completion of this learning programme learners will receive a Damelin Correspondence College Short Course Certificate in Customer Care.

The accomplishment of any important goal in life requires two things: a plan, and a commitment to keep to that plan! What follows is a simple 10-step process that will guide you to achieving success in your chosen Damelin programme, so bringing you one step closer to the career of your choice, or the advancement that you aspire to.

Step 1

Choose the programme that best suits you:

- Identify a career that best suits your natural interests and abilities.
- Choose a learning programme that is relevant to your chosen career, and for which you are able to meet the entrance requirements.

Step 2

Decide how you wish to pay for your studies:

- You may pay the full fee in cash (which will save you interest charges), or on terms over an agreed period.
- You may choose to register now for the complete learning programme, even if you plan to do only some of the subjects this year, and the rest later. This will save you money in the long run.

Step 3

Fill in your registration form. (You can phone one of our learner consultants on 0860-61-61-61 to assist you in filling out the form.) Then send your completed registration form to Damelin by:

- Posting it to Damelin Correspondence College, P.O. Box 590, Cape Town, 8000, OR
- Taking it to your nearest Damelin office.

Step 4

Once you have registered, Damelin will send you your first study pack containing the following:

- Your **Student Card**, which identifies you as a learner wherever you go;
- Your **Damelin Study Notes**, which have been designed to make you feel as if you have your own personal teacher;
- Your **Study Methods Booklet**, which includes helpful study hints;
- Your **Information Guide**, a summary of important details;
- Your **Examinations Guide**, which tells you how to enter for your examinations;
- Your **Personal Study Programme**, which shows you the study units or items that you will need for each subject that you are studying; and
- Your **Assignment Covers, Student Query Forms and Envelopes**, to make it easy for you to send in your assignments and queries to the College.

Step 5

Decide on the study times that best suit your lifestyle. Then work out your own study timetable. Try to keep to your timetable! It is very difficult to catch up when you have fallen behind.

Step 6

Get down to the serious business of studying. The notes have been designed to take the place of a class teacher.

Step 7

- Complete regular assignments to check how you are doing.
- Continuous assessment is an essential feature of distance learning. Our study material contains numerous test-yourself exercises, to help you to make sure that you are in control of your work at all times.
 - At the end of each module, you will complete a progress assignment, which you must send to the College for marking and comment. We will return the progress assignment to you with a model answer.
 - In order to qualify for a term mark, which gives you entrance to the examination, you must submit the required assignments before your exam date.

Step 8

Enter for the examinations.

- Follow the instructions in your Exam Guide on how and when to enter for your examinations.
- Remember that it is your own responsibility to register in time for a particular examination-sitting.

Step 9

Write the examinations

- You will enter the examination room knowing that you have done the very best preparation that you are capable of, and you will face the exam paper with confidence.

Step 10

Qualify for your certificate.

- Join the thousands of successful past-learners of Damelin Correspondence College who are making a success of their careers.

Help is only a phone call away!

Should you have any queries about the learning programme you are interested in, please do not hesitate to contact a Damelin Student Consultant at the following number:

0860 61 61 61



correspondence

The Career Development College

Register Today!

Our branches:

BRAAMFONTEIN

1st Floor, Mineralia House, 78 De Korte Street,
Braamfontein 2001

P.O. Box 31001, Braamfontein 2017

Tel: +27 11 712 2556, **Fax:** +27 11 712 2517

PRETORIA

Shop 6, 273 Andries Street, Pretoria 0002

P.O. Box 1332, Pretoria 0001

Tel: +27 12 352 9111, **Fax:** +27 12 322 6369

CAPE TOWN

Shop 34, Matador Centre, 62 Strand Street, Cape Town 8001

P.O. Box 4180, Cape Town 8024

Tel: +27 21 417 8160, **Fax:** +27 21 417 0300

DURBAN

The Educor Gallery, Educor House, 325 Smith Street,
Durban 4001

P.O. Box 2553, Durban 4000

Tel: +27 31 374 9750, **Fax:** +27 31 301 0301

PORT ELIZABETH

246 Cape Road, Mill Park, Port Elizabeth 6001

P.O. Box 27067, Greenacres 6057

Tel: +27 41 363 0877, **Fax:** +27 41 363 0896

NELSPRUIT

25 Brown Street, Nelspruit 1201

Tel: +27 13 752 2400, **Fax:** +27 13 752 6184

NAMIBIA

Shop 17, Mezzanine Floor, BPI House,
269 Independence Avenue, Windhoek

Tel: +264 61 308 835

Post your registration form to:
**The Registrar, Damelin Correspondence,
P.O. Box 590, Cape Town 8024**
Visit our website: www.dcc.edu.za
e-mail: info@dcc.edu.za

Make your mark with **Damelin**