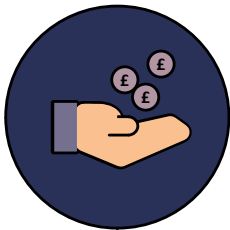


Who should do this qualification?

The need for high levels of customer service skills is evident across all sectors. In particular the Retail, Financial Services, Contact Centre, Hospitality, Sport and Recreation, Health and Social Care, Telecommunications and Travel and Tourism sectors have the particularly high levels of customer service apprentices. Furthermore, many other sectors, such as Local Government, Motor Vehicle, Power & Energy, Housing and Manufacturing also benefit from Customer Service Apprenticeships.

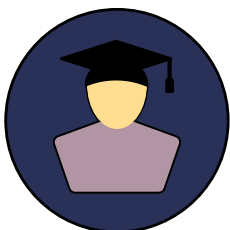
At the advanced apprenticeship level, dedicated customer service job roles will include:

- Customer Relationship Manager
- Customer Support Officer
- Customer Service Team Leader
- Customer Service Supervisory
- Customer Service Co-ordinator



Benefits to the Business

Customer-facing staff play a key role in determining the quality of the customer experience and in increasing customer loyalty. In an increasingly service-led economy, customer demand for better and more individualised service is set to continue to increase. Therefore there is a need to raise customer service standards and increase the supply of people with customer service skills. Employers across all sectors, regardless of whether their main business is customer service or if they wish to train staff to undertake customer service as part of their job role, need to up skill their current workforce and recruit new staff. Customer service apprenticeships have a major role to play in this by helping employers address the skills gaps and shortages that they are experiencing, and by providing a vehicle for introducing and raising customer service skills in the workplace.



Benefits to the Learner

An advanced apprentice would learn how to apply customer service knowledge and skills to the workplace including:

- improving customer satisfaction
- team leading
- improving customer loyalty
- gathering and analysing customer feedback
- processing complaints
- maintaining reliable customer service



Components of the Apprenticeship

Level 3 Diploma in Customer Service

(Competency)

+

Level 3 Certificate in Customer Service

(Knowledge)

+

Functional Skills Maths	Level 2
Functional Skills English	Level 2
Functional Skills ICT	×
Employee Rights and Responsibilities (ERR)	✓
Personal Learning and Thinking Skills (PLTS)	✓

Mandatory Units

Title	Credit Value	Unit Level
Organise and deliver customer service	5	3
Understand the customer service environment	5	3
Understand customers and customer retention	4	3
Principles of business	10	3
Manage personal and professional development	3	3
Resolve customers' problems	4	3

Optional Group B

Title	Credit Value	Unit Level
Communicate verbally with customers	3	2
Communicate with customers in writing	3	2
Promote additional products and/or services to customers	2	2
Exceed customer expectations	3	2
Deliver customer service whilst working on customer's premises	4	2
Deliver customer service to challenging customers	3	2
Develop customer relationships	3	2
Support customer service improvements	3	2
Support customers through real-time online customer service	3	2
Support customers using self-service equipment	3	2
Use social media to deliver customer service	3	2
Provide post transaction customer service	5	2
Gather, analyse and interpret customer feedback	5	3
Develop resources to support consistency of customer service delivery	5	3
Use service partnerships to deliver customer service	3	3
Resolve customers' complaints	4	3
Monitor the quality of customer service interactions	5	3
Champion customer service	4	4
Build and maintain effective customer relations	6	4
Manage a customer service award programme	4	4
Manage the use of technology to improve customer service	4	4
Develop a social media strategy for customer Service	5	4

Optional Group C

Title	Credit Value	Unit Level
Manage diary systems	2	2
Provide reception services	3	2
Contribute to the organisation of an event	3	2
Buddy a colleague to develop their skills	3	2
Employee rights and responsibilities	2	2
Processing sales orders	2	2
Negotiate in a business environment	4	3
Promote equality, diversity and inclusion in the workplace	3	3
Manage team performance	4	3
Manage individuals' performance	4	3
Collaborate with other departments	3	3
Negotiating, handling objections and closing sales	4	3
Obtaining and analysing sales related information	4	3
Buyer behaviours in sales situations	3	3
Manage incidents referred to a contact centre	6	3
Lead direct sales activities in a contact centre team	4	3
Bespoke Software	4	3