



This qualification is tailored for staff who are responsible for delivering Customer Service and interact directly with the Customer, including:

- Sales staff
- Retail Staff
- Staff working on service desks
- Call centre staff.

General tasks involve greeting customers, presenting a positive impression of yourself and your organisation. Deal with customers face to face or by telephone or process customer service information, deliver reliable customer service, handle problems and develop & improve customer service.



Course Delivery

Assessment will take place in the workplace and you will be supported by a training officer who has industry experience. Your training officer will visit you once per month for up to two hours and you will be given work to complete before your next assessment.

You will have an online e-portfolio which you will use to gather evidence. Work based assessments and observations will be carried out and you will be expected to produce products of work to demonstrate your competence. The BTEC Award will be completed using online assessments.

Entry Requirements

If an apprentice has not already achieved Level 2 English and Maths they are expected to study for them and take the tests via our Essential skills program, which will develop and ultimately demonstrate the apprentices' ability to use English and Maths.

Employers see these skills as essential, and by holding this qualification apprentices are showing they have the ability to apply them in work situations.

Recommended time on programme

14 Months.

Course Units

A minimum of 45 credits must be achieved at level 2 or above.

MANDATORY UNIT	CREDITS	UNIT TITLE
1	5	Deliver Customer Service
2	2	Understand Customers
3	4	Principles of Customer Service
4	4	Understand employer organisations
5	4	Manage personal performance and development



GROUP B – OPTIONAL UNITS: MINIMUM OF 3 CREDITS

6	3	Communicate verbally
7	3	Communicate with customers in writing

GROUP C – OPTIONAL UNITS: MINIMUM OF 16 CREDITS

8	3	Deal with incoming telephone calls from customers
9	3	Make telephone calls to customers
10	2	Promote additional products and/or services to customers
11	3	Process information about customers
12	3	Exceed customer expectation
13	4	Deliver customer service whilst working on customer's premises
14	3	Carry out customer service handover
15	5	Resolve customer service problems
16	3	Deliver customer service to challenging customers
17	3	Develop customer relationships
18	3	Support customer service improvements
19	3	Support customers through real-time online customer service
20	3	Use social media to deliver customer service
21	4	Resolve customers complaints
22	5	Gather, analyse and interpret customer feedback
23	3	Support customers using self-service equipment
24	5	Provide post-transaction customer service

GROUP D – OPTIONAL UNITS: MAX OF 7 CREDITS

25	2	Health and safety procedures in the workplace
26	2	Manage diary systems
27	2	Provide reception services
28	3	Contribute to the organisation of an event
29	3	Buddy a colleague to develop their skills
30	2	Employee rights and responsibilities
31	3	Develop working relationships with colleagues
32	2	Principles of equality and diversity in the workplace
33	2	Processing sales orders processing sales orders
34	3	Meeting customers' after sales needs
35	3	Handling objections and closing sales
36	7	Deal with incidents through a contact centre
37	5	Carry out direct sales activities in a contact centre
38	4	Negotiate in a business environment
39	3	Bespoke software