



This qualification is tailored for those who are responsible for the delivery of customer service, but also have to monitor and develop the quality of customer service given, and who may be in charge of their own department or team.

General tasks involve organising the promotion of products & services, organise the delivery of customer service, monitor and solve customer service problems, process customer service complaints, lead teams to improve customer service, gather, analyse & interpret customer feedback.



Course Delivery

Assessment will take place via blended learning and you will be supported by a training officer who has industry experience. You and your training officer will have a session at least once per month, which will include online training sessions or on site visits for up to 4 hours, we tailor the course to your needs. If you need to do your essential skills this will be done towards the beginning of your course and can include weekly visits from an essential skills tutor.

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

13 Months

Course Units

A minimum of 40 credits must be achieved at level 3 or above.

MANDATORY UNIT	CREDITS	UNIT TITLE
1	5	Organise and deliver Customer Service
2	5	Understand the customer service environment
3	4	Understand customers and customer retention
4	4	Resolve customers' problems
5	10	Principles of business
6	3	Manage personal and professional development
GROUP B – OPTIONAL UNITS: MINIMUM OF 15 CREDITS		
7	5	Develop resources to support consistency of customer service
8	3	Use service partnerships to deliver customer service
9	4	Resolve customers' complaints



10	5	Gather, analyse and interpret customer feedback
11	5	Monitor the quality of customer service interactions
12	3	Communicate verbally with customers
13	3	Communicate with customers in writing
14	2	Promote additional products and/or services to customers
15	3	Exceed customers expectations
16	4	Deliver customer service working on customer's premises
17	3	Deliver customer service to challenging customers
18	3	Develop customer relations
19	3	Support customer service improvements
20	3	Support customers through real-time online customer service
21	3	Use social media to deliver customer service
22	4	Champion Customer service
23	6	Build and maintain effective customers relations
24	4	Manage a customer service award programme
25	4	Manage the use of Technology to improve customer service
26	3	Support customers using self-service equipment
27	5	Provide post-transaction customer service
28	5	Develop a social media strategy for customer service
GROUP C – OPTIONAL UNITS: MAX OF 9 CREDITS		
29	4	Negotiate in a business environment
30	3	Promote equality, diversity and inclusion in the workplace
31	4	Manage team performance
32	4	Manage individuals' performance
33	3	Collaborate with other departments
34	4	Negotiating, handling objections and closing sales
GROUP D – OPTIONAL UNITS: MAX OF 9 CREDITS		
35	4	Obtaining and analysing sales related information
36	3	Buyer behaviour in sales situations
37	6	Manage incidents referred to a contact centre
38	4	Lead direct sales activities in a contact centre
39	2	Manage diary systems
40	3	Contribute to the organisation of an event
41	3	Provide reception services
42	3	Buddy a colleague to develop their skills
43	2	Employee rights and responsibilities
44	2	Processing sales orders
45	4	Bespoke software