

### Cambrian Training Hyfforddiant Cambrian ®

# LEVEL 3 APPRENTICESHIP IN CUSTOMER SERVICE



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.



## LEVEL 3 APPRENTICESHIP IN CUSTOMER SERVICE

#### **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 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                                |  |



### LEVEL 3 APPRENTICESHIP IN CUSTOMER SERVICE

| 105Gather, analyse and interpret customer feedback115Monitor the quality of customer service interactions123Communicate with customers in writing133Communicate with customers in writing142Promote additional products and/or services to customers153Exceed customers service working on customer's premises164Deliver customer service to challenging customers173Deliver customer service to challenging customers183Develop customer relations193Support customer service improvements203Support customer service214Champion Customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customer service award programme275Provide post-transaction customer service285Develop a social media strategy for customer service294Manage tam performance214Manage tam performance224Manage tam performance233Collaining and analysing sales related information344Negotiating, handling objections and closing sales294Manage incidents referred to a contact centre333Collaining and analysing s   |   | 1          |   |  |  |
|--|---|------------|---|--|--|
| 12 3 Communicate with customers in writing   13 3 Communicate with customers in writing   14 2 Promote additional products and/or services to customers   15 3 Exceed customer service working on customer's premises   16 4 Deliver customer service to challenging customers   18 3 Develop customer relations   19 3 Support customer service improvements   20 3 Support customer service   21 3 Use social media to deliver customer service   21 3 Use social media to deliver customer service   22 4 Champion Customer service award programme   23 6 Build and maintain effective customer service   24 Manage the use of Technology to improve customer service   25 4 Manage the use of Technology to customer service   26 3 Support customers using self-service equipment   27 5 Develop a social media strategy for customer service   28 5 Develop a social media strategy for customer service   30 3 Promote equality, diversity and inclusion in the workplace<   | 10  | 5          | Gather, analyse and interpret customer feedback             |  |  |
| 133Communicate with customers in writing142Promote additional products and/or services to customers153Exceed customers expectations164Deliver customer service to challenging customers's premises173Deliver customer service to challenging customers183Develop customer rearvice improvements203Support customer service customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customer service244Manage a customer service award programme254Manage the use of Technology to improve customer service285Develop a social media strategy for customer service294Negotiate in a business environment203Collaborate with other departments275Promote equality, diversity and inclusion in the workplace285Develop a social media strategy for customer service294Manage team performance314Manage team performance324Manage team performance333Collaborate with other departments344Negotiating, handling objections and closing sales314Manage incidents referred to a contact centre333Collaborate with other departments344Negotiating, handling objections and closing sales364   | 11  | 5          | Monitor the quality of customer service interactions        |  |  |
| 142Promote additional products and/or services to customers153Exceed customers expectations164Deliver customer service working on customer's premises173Deliver customer service to challenging customers183Develop customer relations193Support customer service improvements203Support customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customer service244Manage to customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage team performance333Collaborate with other departments344Negotiating, and analysing sales related information354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manag   | 12  | 3          | Communicate verbally with customers                         |  |  |
| 153Exceed customers expectations164Deliver customer service working on customer's premises173Deliver customer service to challenging customers183Develop customer relations193Support customer service improvements203Support customer service improvements213Use social media to deliver customer service224Champion Customer service customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Obtaining and analysing sales related information344Negotiation and closing sales376Manage inclidents referred to a contact centre384Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage inclidents referred to a contact centre384Lead direct sales activities in a contact centre384Lead direct sales activities in a contact centre <td>13</td> <td>3</td> <td colspan="2">Communicate with customers in writing</td> | 13  | 3          | Communicate with customers in writing                       |  |  |
| 164Deliver customer service working on customer's premises173Deliver customer service to challenging customers183Develop customer service improvements193Support customer service improvements203Support customer strough real-time online customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customer service244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customer service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Obtaining and analysing sales related information344Negotiate with other departments344Obtaining and analysing sales related information354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage incidents referred to a contact centre384Lead dinter to ergonisation of  | 14  | 2          | Promote additional products and/or services to customers    |  |  |
| 173Deliver customer service to challenging customers183Develop customer relations193Support customer service improvements203Support customers through real-time online customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service283Promote equality, diversity and inclusion in the workplace303Promote equality, diversity and inclusion in the workplace314Manage tem performance324Otalanog and loiduals' performance333Collaborate with other departments344Negotiating, handling objections and closing sales363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre384Lead direct sales activities in a contact centre392Manage idary systems403Contribute to the organisation of an event413Provide reception services42  | 15  | 3          | Exceed customers expectations                               |  |  |
| 183Develop customer relations193Support customer service improvements203Support customers through real-time online customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiate in a business environs and closing sales354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event376Manage incidents referred to a event384Lead  | 16  | 4          | Deliver customer service working on customer's premises     |  |  |
| 193Support customer service improvements203Support customers through real-time online customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Negotiate in dusiness environment303Collaborate with other departments314Nagotiate, indusing is geles related information333Collaborate with other departments344Negotiating, anallysing sales related information354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event41 <td>17</td> <td>3</td> <td colspan="2">Deliver customer service to challenging customers</td>      | 17  | 3          | Deliver customer service to challenging customers           |  |  |
| 203Support customers through real-time online customer service213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage individus of an event403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities   | 18  | 3          | Develop customer relations                                  |  |  |
| 213Use social media to deliver customer service224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D-OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage inclidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Budy a colleague to develop their skills432Employee rights and responsibilities  | 19  | 3          | Support customer service improvements                       |  |  |
| 224Champion Customer service236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage individuals' performance324Negotiating, handling objections and closing salesGROUP > OPTIONAL UNTS: MAXOF 9 CREDTS344Negotiating, handling objections and closing salesGROUP > OPTIONAL UNTS: MAXOF 9 CREDTS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Budy a colleague to develop their skills432Employee rights and responsibilities  | 20  | 3          | Support customers through real-time online customer service |  |  |
| 236Build and maintain effective customers relations244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing sales354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities  | 21  | 3          | Use social media to deliver customer service                |  |  |
| 244Manage a customer service award programme254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Negotiating and environment333Collaborate with other departments344Negotiating and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage individuals of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities   | 22  | 4          | Champion Customer service                                   |  |  |
| 254Manage the use of Technology to improve customer service263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service <b>GROUP C - OPTIONAL UNITS: MAX OF 9 CREDITS</b> 294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 23  | 6          | Build and maintain effective customers relations            |  |  |
| 263Support customers using self-service equipment275Provide post-transaction customer service285Develop a social media strategy for customer service <b>GROUP C - OPTIONAL UNITS: MAX OF 9 CREDITS</b> 294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing sales <b>GROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS</b> 354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 24  | 4          | Manage a customer service award programme                   |  |  |
| 275Provide post-transaction customer service285Develop a social media strategy for customer service285Develop a social media strategy for customer service294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Budy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 25  | 4          | Manage the use of Technology to improve customer service    |  |  |
| 285Develop a social media strategy for customer serviceGROUP C - OPTIONALUNITS: MAX OF 9 CREDITS294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP - OPTIONALUNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 26  | 3          | Support customers using self-service equipment              |  |  |
| GROUP C - OPTIONAL UNITS: MAX OF 9 CREDITS294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 27  | 5          | Provide post-transaction customer service                   |  |  |
| 294Negotiate in a business environment303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills442Processing sales orders   | 28  | 5          | Develop a social media strategy for customer service        |  |  |
| 303Promote equality, diversity and inclusion in the workplace314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | GROUP C ·                                 | - OPTIONAI | UNITS: MAX OF 9 CREDITS                                     |  |  |
| 314Manage team performance324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 29  | 4          | Negotiate in a business environment                         |  |  |
| 324Manage individuals' performance333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Processing sales orders  | 30  | 3          | Promote equality, diversity and inclusion in the workplace  |  |  |
| 333Collaborate with other departments344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 31  | 4          | Manage team performance                                     |  |  |
| 344Negotiating, handling objections and closing salesGROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 32  | 4          | Manage individuals' performance                             |  |  |
| GROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 33  | 3          | Collaborate with other departments                          |  |  |
| 354Obtaining and analysing sales related information363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 34  | 4          | Negotiating, handling objections and closing sales          |  |  |
| 363Buyer behaviour in sales situations376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | GROUP D - OPTIONAL UNITS: MAXOF 9 CREDITS |            |   |  |  |
| 376Manage incidents referred to a contact centre384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 35  | 4          | Obtaining and analysing sales related information           |  |  |
| 384Lead direct sales activities in a contact centre392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 36  | 3          | Buyer behaviour in sales situations                         |  |  |
| 392Manage diary systems403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 37  | 6          | Manage incidents referred to a contact centre               |  |  |
| 403Contribute to the organisation of an event413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 38  | 4          | Lead direct sales activities in a contact centre            |  |  |
| 413Provide reception services423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders   | 39  | 2          | Manage diary systems  |  |  |
| 423Buddy a colleague to develop their skills432Employee rights and responsibilities442Processing sales orders  | 40  | 3          | Contribute to the organisation of an event                  |  |  |
| 432Employee rights and responsibilities442Processing sales orders  | 41  | 3          | Provide reception services                                  |  |  |
| 44 2 Processing sales orders   | 42  | 3          | Buddy a colleague to develop their skills                   |  |  |
|  | 43  | 2          | Employee rights and responsibilities                        |  |  |
| 45 4 Bespoke software  | 44  | 2          | Processing sales orders                                     |  |  |
|  |   |            |   |  |  |