

Customer Service Level 3

Everyone knows how important it is to look after your customers. As an investment, customer service training and development brings the very highest returns. We have a suite of qualifications designed to support your employees in enhancing their customer service and customer handling skills.

Developed in collaboration with the Sector Skills Body for business, the customer service qualifications have been developed following research into emerging industry trends, research into the skills and knowledge requirements of employers.

The Level 3 Diploma in Customer Service aims to develop the learner's knowledge of how customer service delivery affects customer expectations, and how the customer service process can be improved through customer feedback and effective teamwork. Selecting from a range of units this qualification will develop an individual's skills and further enhance their knowledge of the subject. This qualification also forms part of the Advanced Apprenticeship in Customer Service, alternatively it can also be delivered as a standalone qualification.

Level 3 NVQ Diploma in Customer Service (QCF)

To achieve a Level 3 Diploma in Customer Service, learners must complete a minimum of 59 credits:

- 36 credits from MANDATORY GROUP A UNITS
- A minimum of 15 credits from OPTIONAL GROUP B UNITS
- A maximum of 9 credits from OPTIONAL GROUP C UNITS

A minimum of 40 credits must be achieved through the completion of units at Level 3 or above.

Advanced Apprenticeship in Customer Service (QCF)

To achieve an Advanced Apprenticeship in Customer Service, learners must complete the following:

- 59 Credits from the Level 3 Diploma in Customer Service
- Plus Functional Skills in English and Mathematics Level 2



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Mandatory Group A	Credit	Level
Organise and deliver customer service	5	3
Understand the customer service environment (Multiple choice online test)	5	3
Understand customers and customer retention (Multiple choice online test)	4	3
Resolve customers' problems	4	3
Principles of business (Multiple choice online test)	10	3
Manage personal and professional development	3	3
Employee rights and responsibilities (Short answer questions)	2	2
Promote equality, diversity and inclusion in the workplace	3	3
Optional Group B	Credit	Level
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
Gather, analyse and interpret customer feedback	5	3
Monitor the quality of customer service interactions	5	3
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
Provide post transaction customer service	5	2
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

Optional Group C	Credit	Level
Negotiate in a business environment	4	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
Manage diary systems	2	2
Contribute to the organisation of an event	3	2
Provide reception services	3	2
Buddy a colleague to develop their skills	3	2
Processing sales orders	2	2
Bespoke Software	4	3