



## Customer Service

**Good customer service is essential in today's competitive market place and so being able to manage customers' expectations is a valuable and desirable skill. Those people who have the opportunity to influence what happens with external or internal customers are able to develop those skills with the Customer Service Apprenticeship and Advanced Apprenticeship.**

### What does it comprise of?

The vocational qualifications are designed for work-based learning and provide flexible training through the study of 2 mandatory and 5 optional units for Level 2 and 2 mandatory and 6 optional units for Level 3. The Level 2 and 3 Apprenticeships incorporate Key Skills, Technical Certificates and learning about employment rights and responsibilities.

**The unit headings are:**

Mandatory units – Level 2	Mandatory units – Level 3
<ul style="list-style-type: none"> <li>● Prepare yourself to deliver good customer service</li> <li>● Provide customer service within the rules</li> </ul>	<ul style="list-style-type: none"> <li>● Understand customer service to improve service delivery</li> <li>● Know the rules to follow when developing customer service</li> </ul>
5 optional units – Level 2 (a learner will need to complete a minimum of one unit from each theme)	6 optional units – Level 3
<p><b>Theme – Impression and image</b></p> <ul style="list-style-type: none"> <li>● Give customers a positive impression of yourself and your organisation</li> <li>● Promote additional products and services to customers</li> <li>● Process customer service information</li> <li>● Live up to the customer service promise</li> <li>● Make customer service personal</li> <li>● Go the extra mile in customer service</li> <li>● Deal with customers in writing or using ICT</li> <li>● Deal with customers face to face</li> <li>● Deal with customers by telephone</li> </ul> <p><b>Theme – Delivery</b></p> <ul style="list-style-type: none"> <li>● Deliver reliable customer service</li> <li>● Deliver customer service on your customer's premises</li> <li>● Recognise diversity when delivering customer service</li> </ul> <p><b>Theme – Handling problems</b></p> <ul style="list-style-type: none"> <li>● Recognise and deal with customer queries, requests and problems</li> <li>● Resolve customer service problems</li> </ul> <p><b>Theme – Development and improvement</b></p> <ul style="list-style-type: none"> <li>● Develop customer relationships</li> <li>● Support customer service improvements</li> <li>● Develop personal performance through delivering customer service</li> </ul>	<p><b>Theme – Impression and image</b></p> <ul style="list-style-type: none"> <li>● Make customer service personal</li> <li>● Go the extra mile in customer service</li> <li>● Deal with customers in writing or using ICT</li> <li>● Use customer service as a competitive tool</li> <li>● Organise the promotion of services or products to customers</li> </ul> <p><b>Theme – Delivery</b></p> <ul style="list-style-type: none"> <li>● Deliver customer service on your customer's premises</li> <li>● Recognise diversity when delivering customer service</li> <li>● Deliver customer service using service partnerships</li> <li>● Organise the delivery of reliable customer service</li> <li>● Improve the customer relationship</li> </ul> <p><b>Theme – Handling problems</b></p> <ul style="list-style-type: none"> <li>● Monitor and solve customer service problems</li> <li>● Apply risk assessment to customer service</li> <li>● Process customer service complaints</li> </ul> <p><b>Theme – Development and improvement</b></p> <ul style="list-style-type: none"> <li>● Work with others to improve customer service</li> <li>● Promote continuous improvement in customer service</li> <li>● Develop your own and others' customer service skills</li> <li>● Lead a team to improve customer service</li> <li>● Gather, analyse and interpret customer feedback</li> </ul>



## Technical Certificates

The qualification includes a Technical Certificate in Customer Service.

## Assessment

Each of the units is made up from specific elements applicable to a Customer Service role, for example *exceed customer expectation to develop the relationship and implement changes in customer service*. Assessment takes place through evaluation of workplace performance, presenting evidence, witness testimony and questioning. A portfolio of evidence is produced which demonstrates that the candidate can perform to the level described. Participants will all have a Training Assessor who will help assemble the portfolio and prepare for assessment.

## Entry requirements

No formal qualifications are required, however candidates must not hold a degree, not be in full time education and are contracted to work for a minimum of 16 hours per week.

## How long will it take?

There are no fixed periods for completion, however depending on experience most participants complete Level 2 within 12 months and Level 3 within 18 months.

## Progression

Candidates often progress from Level 2 to Level 3 or to a management qualification.

## How to participate

Our national call centre will provide you with advice on how to implement an Apprenticeship programme, methods of delivery and eligibility for funding. Call **0845 071 9011**.

Alternatively you can email us at: [info@protocol-skills.co.uk](mailto:info@protocol-skills.co.uk)

