

Customer Service

We live in a predominantly service economy where service industries can contribute the vast majority of GDP and account for the bulk of new jobs. Customer expectations continue to rise, posing a significant challenge for all sectors - private and public. Organisations and individuals that rise to the challenge and deliver world-class service will achieve significant benefits.

World-class customer service is not only something to take pride in - it also delivers clear business results. Satisfied customers are more likely to remain, recommend and buy again. Furthermore, satisfied customers lead to :

- Improved image, reputation and trust.
- Lower costs through fewer complaints and less need to re-do work.
- Lower staff attrition because staff are happier at work.



Who is the Apprenticeship for?

For all learners currently working in a Customer Service environment as, for example:

Bank/Building Society Customer Advisors; Customer Service Advisers; Customer Service Assistants; Hotel Receptionists; Local Government Customer Service Officers or Medical Receptionists.

How long does it take?

Learners can enrol at any time of the year. There are no time restrictions and learners are encouraged to progress at their own pace. The time spent will depend on individual circumstances, including time available for on-the-job training and personal time used to create supporting evidence. It is anticipated that it will take around 12 months to complete the Level 2 Certificate in Customer Service and around 24 months to complete the Level 3 Diploma. However these timescales could be significantly reduced for a motivated or experienced learner.

What is an Apprenticeship framework?

- Level 2 NVQ Diploma in Customer Service.
- Level 1 in Key Skills / Functional Skills in English and Maths (concessions may be available for these if the learner has achieved GCSE grades A to C in Maths and English within the

past 5 years and, if progression to Level 3 is likely, Key Skills would be delivered at Level 2).

- Level 2 Technical Certificate in Customer Service.
- ERR (Employment Rights and Responsibilities).

What is an Advanced Apprenticeship framework?

- Level 3 NVQ Diploma in Customer Service.
- Level 2 Key Skills / Functional Skills in English and Maths (concessions may be available for these if the learner has achieved GCSE grades A to C in Maths and English within the past 5 years).
- Level 3 Technical Certificate in Customer Service.
- ERR (Employment Rights and Responsibilities).

Choosing Optional Units

There are a choice of units for each level and these will be selected based on the needs of the employer and the role carried out by the learner. The assessor will discuss the most appropriate unit choices with the learner and employer at sign-up to ensure that the final qualification benefits all. This is also the time that the assessor will discuss how to achieve the framework.



Level 3 DIPLOMA in CUSTOMER SERVICE

To gain the Level 3 Diploma, learners must achieve a MINIMUM of 42 credits over a maximum of 8 units.

These include 2 mandatory units (totalling 12 credits) and a further 30 credits from the optional units (ensuring a minimum of 1 unit per group). At least 10 of these 30 credits must be at Level 3. This will be a maximum of 6 units.

How is the framework achieved?

- The NVQ evidence is gathered at regular visits where observations are carried out. These are supported by actual examples of the work done by the learners. Learners produce written evidence of their knowledge in their own time and all aspects of the portfolio can be confirmed by colleagues providing witness statements. Discussions can also be held to cover parts of the knowledge requirements.
- Key Skills / Funcional Skills are achieved through attending day release /evening classes or live tutor-led webinars.
- Technical Certificates are achieved through the sitting of a multiple choice test.
- ERR is a workbook that can be completed in the learner's own time.

Mandatory units

| Unit No. | Unit Title |
|----------|--|
| 3 | Demonstrate understanding of Customer Service |
| 4 | Demonstrate understanding of the Rules that impact on Improvements in Customer Service |

Optional units

| Option | Unit Title | Unit |
|----------------|---------------------------|----------|
| Option Group A | Impression & Image | 16 Units |
| Option Group B | Delivery | 14 Units |
| Option Group C | Handling Problems | 6 Units |
| Option Group D | Development & Improvement | 20 Units |

Level 2 CERTIFICATE in CUSTOMER SERVICE

To gain the level 2 Certificate, learners must achieve a MINIMUM of 28 credits over a maximum of 7 units.

These include 2 mandatory units (totalling 8 credits) and a further 20 credits from the optional units (ensuring a minimum of 1 unit per group). At least 11 of these 20 credits must be at Level 2. This will be a maximum of 5 units.

How much will it cost?

Call us on 0845 601 4401 or visit www.aplustraining.co.uk for the very latest prices. A learner may be eligible for funding which could mean no cost to them and/or their employer!

Mandatory units

| Unit No. | Unit Title |
|----------|--|
| 1 | Communicate using Customer Service Language |
| 2 | Follow the Rules to Deliver Customer Service |

Optional units

| Option | Unit Title | Unit |
|----------------|---------------------------|----------|
| Option Group A | Impression & Image | 16 Units |
| Option Group B | Delivery | 11 Units |
| Option Group C | Handling Problems | 7 Units |
| Option Group D | Development & Improvement | 13 Units |

