

Advanced Apprenticeships in...

Customer Service

Apprenticeships in Customer Service are work-based qualifications designed for young people who want to offer improved levels of service to their customers. Level 2 encourages development of individual skills in problem solving, developing good customer service and supporting new improvements in customer service. Level 3 encourages the development and implementation of new initiatives and team leadership.

Advanced Apprenticeship (AA)

The Advanced Apprenticeship is for you if you have previous experience within a customer service role and you have a certain level of responsibility.

During your training you will have the opportunity to learn, develop and practice the skills required to make an effective contribution to a customer service environment.

The Apprenticeship is made up of the following:

Diploma in Customer Service Level 3

This qualification is extremely flexible in structure. The mandatory units cover all of the skills that are essential to your customer service role. The optional unit is chosen by you and your supervisor to reflect the areas that you deal with, within the requirements of your job role.

A minimum of 42 credits must be achieved, of which a minimum of 22 must be at level 3

Mandatory units are:

- Demonstrate understanding of customer service
- Demonstrate understanding of the rules that impact on improvements in customer service

Functional / Key Skills

You will need to achieve Functional / Key Skills in order to function effectively as a member of your team and organisation.

The Key Skills you need to achieve are:

- Level 2 Application of Number
- Level 2 Communication

Technical Certificate

Option 1 - Level 3 – 3 Assignments and a short answer test paper

Option 2 - Level 3 – EDI 1 Multiple choice test

Employment Responsibilities and Rights Induction Checklist

How will I be assessed?

Your allocated tutor will deliver your training one-to-one in your workplace and will visit you either on a weekly basis to deliver half day sessions or fortnightly for full day sessions. You will build a portfolio of evidence to show your competence against the requirements.

How can I enrol onto an Advanced Apprenticeship in Customer Service?

If you are currently employed speak to your supervisor and then contact us on 01773 747377, so that we can arrange an appointment to come out and visit you and your supervisor at work.

However, if you're not currently employed then ring us and ask to speak to us to obtain an application form and to arrange an interview (at a location convenient to you). Once you have discussed your training and career requirements with us, we will put you forward for any interviews, which match your criteria.



Level 3 NVQ Diploma in Customer Service

To achieve the Level 3 NVQ Diploma in Customer Service, learners must achieve:

A minimum of 42 Credits

A minimum of 22 credits must be at level 3

The learner must complete all mandatory units

A further 30 credits must be achieved by completing a minimum of one unit from each optional group

Unit	Mandatory Units	Level	Credit
301	Demonstrate understanding of Customer Service	3	6
302	Demonstrate understanding of the rules that impact on improvements in Customer Service	3	6
Unit	Optional Units - Impression and Image	Level	Credit
202	Communicate effectively with customers	2	5
203	Give customers a positive impression of yourself and your company	2	5
204	Promote additional services or products to customers	2	6
205	Process information about customers	2	5
206	Live up to customer service promise	2	6
207	Make customer service personal	2	6
208	Go the extra mile in customer service	2	6
209	Deal with customers face to face	2	5
210	Deal with incoming telephone calls from customers	2	5
211	make telephone calls to customers	2	6
303	Deal with customers in writing or electronically	3	6
304	Use customer service as a competitive tool	3	8
305	Organise the promotion of additional services or products to customers	3	7
306	Build a customer service knowledge set	3	7
403	Champion customer service	4	10
404	Make customer service environmentally friendly and sustainable	4	11
Unit	Optional units - Delivery	Level	Credit
212	Deliver reliable customer service	2	5
213	Deliver customer service on your customers premises	2	5
214	Recognise diversity when delivering customer service	2	5
215	Deal with customers across a language divide	2	8
216	Use questioning techniques when delivering customer service	2	4
217	Deal with customers using bespoke software	2	5
218	Maintain customer service through effective hand over	2	4
307	Deliver customer service using service partnerships	3	6
308	Organise the delivery of reliable customer service	3	6
309	Improve the customer relationship	3	7
405	Maintain and develop a healthy and safe customer service environment	4	8
406	Plan, organise and control customer service operations	4	10
407	Review the quality of customer service	4	8
408	Build and maintain effective customer relations	4	8
409	Deliver seamless customer service with a team	4	8



Unit	Optional units - Handling Problems	Level	Credit
219	Resolve customer service problems	2	6
220	Deliver customer service to difficult customers	2	6
310	Monitor and solve customer service problems	3	6
311	Apply risk assessments to customer service	3	10
312	Process customer service complains	3	6
410	Handle referred customer complaints	4	10
Unit	Optional Units - Development and improvement	Level	Credit
221	Develop customer relationships	2	6
222	Support customer service improvements	2	5
223	Develop personal performance through delivering customer service	2	6
224	Support customers using on-line customer services	2	5
225	Buddy a colleague to develop their customer service skills	2	5
226	Develop your own customer service skills through self-study	2	6
227	Support customers using self-service technology	2	5
313	Work with others to improve customer service	3	8
314	Promote continuous improvement	3	7
315	Develop your own and others customer service skills	3	8
316	Lead a team to improve customer service	3	7
317	Gather, analyse and interpret customer feedback	3	10
318	Monitor the quality of customer service transactions	3	7
411	Implement quality improvements to customer service	4	10
412	Plan and organise the development of customer service staff	4	9
413	Develop a customer service strategy for part of an organisation	4	11
414	Manage a customer service award programme	4	7
415	Apply technology or other resources to improve customer service	4	11
416	Review and re-engineer customer service processes	4	11
417	Manage customer service performance	4	7

