

BTEC Award in...

Customer Service

This Level 2 course is an opportunity to explore the skills, techniques, personal qualities and attributes needed for effective customer service. It will be of particular interest to anyone considering a career in a customer service role in industry, commerce or the Public Sector.

This is a varied programme involving tutoring from an experienced Customer Service tutor, with group and individual assignments. Assessment of this award will be by an externally set and marked test and portfolio work. Integrated into the course will be the wider key skills in Working With Others, Improving Own Learning and Performance and Problem Solving.

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The following topics will be covered:

Understanding Customer Service – main outcomes will be to understand:-

- Investigate how effective customer service is provided
- Identify the effects in customer service, procedures and legal obligations
- Explore how to monitor and evaluate customer service

Delivering Customer Service – main outcomes will be to understand:-

- Describe the range of learners and services offered by an organisation
- Apply effective presentation and interpersonal skills
- Demonstrate how consistent and reliable customer service contributes to customer satisfaction

Building Effective Customer Relationships – main outcomes will be to understand:-

- The benefits of building effective relationships with customers
- Resolving customer service problems
- Dealing effectively with dissatisfied customers

Successful achievement will qualify for an Edexcel Level 2 BTEC Award in Customer Service

