

BIIAB Level 2 Diploma in Customer Service (QCF)

What does it comprise of?

This qualification is aimed at individuals who are starting a career in a customer facing role. It is suitable for all age groups: for those thinking of entering employment for the first time; for those who have just started a job, for those who are changing their career path and for those who want recognition of their skills and experience. This qualification is for learners who work in, or who want to work in customer service in roles such as Customer Service Advisor, Customer Service Operator, Call Centre Advisor, Help Desk Operative and Service Agent. It gives learners the opportunity to:

- Develop and demonstrate technical and wider sector-related knowledge to underpin competence in the job roles stated above. Technical knowledge includes the principles and practices of delivering customer service and understanding the different types of customers, their needs, wants and expectations. Wider sector-related knowledge includes equality and diversity, organisational structure and environment, and legislation and regulations that govern the industry
- Develop and demonstrate a range of technical skills and behaviours that supports competence in the job roles stated above. This includes communicating with customers using appropriate communication channels, resolving customer problems and complaints, building relationships with customers, promoting additional products and/or services and the ability to improve own learning and performance
- Develop their own personal growth and engagement in learning through the development of personal, learning and thinking skills (PLTS)
- Have existing skills recognised
- Achieve a nationally recognised Level 2 qualification.

Overall a minimum of **45** credits must be achieved through the completion of units at Level 2 or above.

Learners must achieve all **19** credits from the mandatory units. A minimum of **3** credits must be achieved by completing optional units from Group B. A minimum of **16** credits must be achieved by completing units from Group C. A maximum of **7** optional credits can be achieved from Group D.

- A minimum of **245** Guided Learning Hours will need to be completed
- A maximum of **305** Guided Learning Hours can be completed

Mandatory Units (Customer Service Foundations)			
Unit Title	Level	Credit Value	GLH
Deliver Customer Service	2	5	27
Understand Customers	2	2	17
Principles of Customer Service	2	4	34
Understand Employer Organisations	2	4	40
Manage personal performance and development	2	4	18

Optional Units (Group B)			
Unit Title	Level	Credit Value	GLH
Communicate verbally with customers	2	3	14
Communicate with customers in writing	2	3	20

Optional Units (Group C)			
Unit Title	Level	Credit Value	GLH
Deal with incoming telephone calls from customers	2	3	16
Make telephone calls to customers	2	3	16
Promote additional products and/or services to customers	2	2	14
Process information about customers	2	3	14
Exceed customer expectations	2	3	15
Deliver customer service whilst working on customers' premises	2	4	20
Carry out customer service handovers	2	3	15
Resolve customer service problems	2	5	22
Deliver customer service to challenging customers	2	3	16
Develop customer relationships	2	3	18
Support customer service improvements	2	3	12
Support customers through real-time online customer service	2	3	15
Use social media to deliver customer service	2	3	18
Resolve customers' complaints	3	4	22
Gather, analyse and interpret customer feedback	3	5	24
Support customers using self-service equipment	2	3	18
Provide post-transaction customer service	2	5	22

Optional Units (Group D)			
Unit Title	Level	Credit Value	GLH
Health and Safety Procedures in the Workplace	2	2	16
Manage diary systems	2	2	12
Provide reception services	2	3	15
Contribute to the organisation of an event	2	2	23
Buddy a colleague to develop their skills	2	3	19
Employee rights and responsibilities	2	2	16
Develop working relationships with colleagues	2	3	19
Principles of equality and diversity in the workplace	2	2	10
Processing sales orders	2	2	17
Meeting customers' after sales needs	2	3	14
Handling objections and closing sales	2	3	22
Deal with incidents through a contact centre	2	7	40
Carry out direct sales activities in a contact centre	2	5	15
Negotiate in a business environment	3	4	18
Bespoke Software	3	3	20

Assessment

Each of the units is made up from specific elements applicable to a Customer Service role, for example *know how to maintain a positive and customer friendly attitude, and deliver a competitive 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.

To complete the Apprenticeship in Customer Service learners must complete the following components:

- Edexcel Level 2 NVQ Certificate in Customer Service
- Functional Skills: English Level 1 and Maths Level 1

This qualification forms the combined knowledge and competency qualification of the Pearson BTEC Intermediate Apprenticeship in Customer Service (Level 2).

How long will it take?

To protect quality and make sure all apprentices receive a high-quality meaningful experience, all Apprenticeships must last for a minimum period of 12 months. In some cases the Apprenticeship may be longer and is based upon a number of factors including the number of hours the learner works and the requirements of the apprenticeship framework for the sector they work in. The apprenticeship includes guided learning, assessment and training, and monitored workplace practice which is planned and agreed between the learner, their employer and their Training Advisor.

Progression

Learners may progress onto Level 3 Customer Service Diploma, which forms part of an Apprenticeship frame-work.

How to participate

Our centre will provide you with advice on how to access the programme, methods of delivery and eligibility for funding.

For more information please call: 0330 088 0888

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