

BIIAB Level 3 Diploma in Customer Service (QCF)

What does it comprise of?

This qualification is aimed at Learners who work in, or want to work in customer services roles such as:

- Customer Service Supervisor
- Customer Relationship Manager
- Team Leader
- Client Services Officer
- Customer Service Coordinator
- Events Coordinator

The qualification gives learners the opportunity to:

- Develop and demonstrate technical and wider sector-related knowledge to underpin competence in the job roles stated above. This includes the principles, and techniques for organising and delivering customer service, building and maintaining relationships with customers and an understanding of the legislation and regulations that governs the industry
- Develop and demonstrate a range of technical skills and behaviours that supports competence in the job roles stated above. This includes resolving customer problems and complaints, communicating with customers, delivering non-routine customer service and supporting improvements in customer service
- 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 3 qualification.

To complete this qualification, learners must achieve **31** credits from the mandatory units in Group A.

A minimum of **24** credits of from each of the option unit groups B/C. A **minimum** of 15 credits must be achieved from Group B. The remaining 9 credits can come from Group B or C (a maximum of 9 credits can come from Group C).

A minimum of **40** credits must be achieved through the completion of units at Level 3 or above.

A minimum of **55** credits are required overall for completion of this qualification.

- A minimum of **289** Guided Learning Hours will need to be completed
- A maximum of **375** Guided Learning Hours can be completed

Mandatory Unit Group A			
Unit Title	Level	Credit Value	GLH
Organise and Deliver Customer Service	3	5	27
Understand the Customer Service Environment	3	5	40

Resolve Customers' Problems	3	4	19
Principles of Business	3	10	74
Understand Customers and Customer Retention	3	4	35
Manage Personal and Professional Development	3	3	12
Optional Unit Group B			
Unit Title	Level	Credit Value	GLH
Develop Resources to Support Consistency of Customer Service Delivery	3	5	21
Use Service Partnerships to Deliver Customer Service	3	3	20
Resolve Customers' Complaints	3	4	22
Gather, Analyse and Interpret Customer Feedback	3	5	24
Monitor the Quality of Customer Service Interactions	3	5	27
Communicate Verbally with Customers	2	3	14
Communicate with Customers in Writing	2	3	20
Promote Additional Products and/or Services to Customers	2	2	14
Exceed Customer Expectations	2	3	15
Deliver Customer Service Whilst Working on Customers' Premises	2	4	20
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
Champion Customer Service	4	4	17
Build and Maintain Effective Customer Relations	4	6	25
Manage a Customer Service Award Programme	4	4	15
Manage the Use of Technology to Improve Customer Service	4	4	14
Support Customers Using Self – service Equipment	2	3	18
Provide Post-transaction Customer Service	2	5	22
Develop a Social Media Strategy for Customer Service	4	5	16
Optional Unit Group C			
Unit Title	Level	Credit Value	GLH
Negotiate in a Business Environment	3	4	18
Promote Equality, Diversity and Inclusion in the Workplace	3	3	15
Manage Team Performance	3	4	21
Manage Individuals' Performance	3	4	20
Collaborate with Other Departments	3	3	14
Negotiating, Handling Objections and Closing Sales	3	4	22
Obtaining and Analysing Sales - related Information	3	4	24
Buyer Behaviour in Sales Situations	3	3	27
Manage Incidents Referred to a Contact Centre	3	6	30
Lead Direct Sales Activities in a Contact Centre Team	3	4	8
Manage Diary Systems	2	2	12
Contribute to the Organisation of an Event	2	3	23
Provide Reception Services	2	2	15
Buddy a Colleague to Develop their Skills	2	3	19
Employee Rights and Responsibilities	2	2	16
Processing Sales Orders	2	2	17
Bespoke Software	3	4	30

Assessment

Each of the units is made up from specific elements applicable to a Customer Service role, for example *supervise customer service operations, and build effective working relationships with colleagues*. 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 3 NVQ Diploma in Customer Service
- Functional Skills: English Level 2 and Maths Level 2

This qualification forms the combined knowledge and competency qualification of the Pearson BTEC Intermediate Apprenticeship in Customer Service (Level 3).

How long will it take?

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

Progression

Learners may progress to Team Leading or Management qualifications, which forms part of an apprenticeship frame-work.

Achieving this qualification also gives learners the opportunity to progress to job roles that require a more complex set of skills and responsibility including leading and managing, for example, Service Delivery Manager, Client Services Manager or Customer Operations Manager.

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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