

Customer Service Level 3

The aim of this qualification is to contribute to the skills, knowledge and overall performance of the industry's workforce. It provides a first insight into the principles and processes of the delivery of customer service and will aid career progression.

Within your job role you need to be able to show that you can carry out a range of work activities in a variety of contexts. Some of these activities will need to be complex or non-routine tasks that may be carried out when you work as part of a team. In addition you need to show that you can take responsibility for your own work and work by yourself when needed.

The qualifications consist of units, each of which has a credit value. In order to achieve the qualification at a particular level, learners must achieve units whose total credit value equals or exceeds that required for that level. Candidates may wish to just complete individual units, accumulate credit and not claim for a specific qualification. A detailed description of the credit values and how they are applied is provided in the qualification structures on the following pages.

Diploma in Customer Service (NVQ)

To achieve the Level 3 Diploma in Customer Service the candidate will need to complete units to gain a minimum of 42 credits. The credit total is made up from:

- 12 credits must be completed from mandatory units
- 30 credits must be completed from optional units

Advanced Apprenticeship Level 3 – Diploma in Customer Service (NVQ)

To achieve the Level 3 Diploma in Customer Service the candidate will need to complete units to gain a minimum of 42 credits. The credit total is made up from:

- 12 credits must be completed from mandatory units
- 30 credits must be completed from optional units
- Application of Number L2, Communication L2 & Technical Certificate L3



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Unit Titles	Credit Values
Mandatory Units	
Demonstrate understanding of customer service	6
Demonstrate understanding of the rules that impact on improvements in customer service	6
Optional Units	
Communicate effectively with customers	5
Give customers a positive impression of yourself and your organisation	5
Promote additional services or products to customers	6
Process information about customers	5
Live up to the customer service promise	6
Make customer service personal	6
Go the extra mile in customer service	6
Deal with customers face to face	5
Deal with incoming telephone calls from customers	5
Make telephone calls to customers	6
Deal with customers in writing or electronically	6
Use customer service as a competitive tool	8
Organise the promotion of additional services or products to customers	7
Build a customer service knowledge set	7
Champion customer service	10
Make customer service environmentally friendly and sustainable	11
Do your job in a customer friendly way	5
Deliver reliable customer service	5
Deliver customer service on your customer's premises	5
Recognise diversity when delivering customer service	5
Deal with customers across a language divide	8
Use questioning techniques when delivering customer service	4
Deal with customers using bespoke software	5
Maintain customer service through effective hand over	4
Deliver customer service using service partnerships	6
Organise the delivery of reliable customer service	6
Improve the customer relationship	7

Unit Titles	Credit Values
Maintain and develop a healthy and safe customer service environment	8
Plan, organise and control customer service operations	10
Review the quality of customer service	8
Build and maintain effective customer relations	8
Deliver seamless customer service with a team	8
Resolve customer service problems	6
Deliver customer service to difficult customers	6
Monitor and solve customer service problems	6
Apply risk assessment to customer service	10
Process customer service complaints	6
Handle referred customer complaints	10
Develop customer relationships	6
Support customer service improvements	5
Develop personal performance through delivering customer service	6
Support customers using on-line customer services	5
Buddy a colleague to develop their customer service skills	5
Develop your own customer service skills through self study	6
Support customers using self-service technology	5
Work with others to improve customer service	8
Promote continuous improvement	7
Develop your own and others' customer service skills	8
Lead a team to improve customer service	7
Gather, analyse and interpret customer feedback	10
Monitor the quality of customer service transactions	7
Implement quality improvements to customer service	10
Plan and organise the development of customer service staff	9
Develop a customer service strategy for part of an organisation	11
Manage a customer service award programme	7
Apply technology or other resources to improve customer service	11
Review and re-engineer customer service processes	11
Manage customer service performance	7