

Customer Service

Advanced Apprenticeship and Level 3 Diploma



“The course is excellent. I can see how my staff have improved in quality and confidence when dealing with customers on the phone.”

Debbie Crellin,
HR Manager, Britannia

Your staff will be prepared to champion customer service improvement in your organisation to set you apart from the competition

Factfile

Aimed at:

Managers, team leaders and supervisors working in a customer service environment

Length of Level 3 Qualification:

9 – 12 months

Length of Advanced Apprenticeship:

12 months

Location:

Greater Manchester, Warrington, Merseyside

Funding:

Usually part or fully Government funded

Employer commitment:

Study time/access for training and development

For enrolment:

Freephone: 0800 389 5283

Email: apprenticeships@mantralearning.co.uk

The programme

The Level 3 Diploma in Customer Service comprises QCF credit rated units developed by the Institute of Customer Service, the standards setting body for the customer service sector. This qualification is designed to develop customer service champions who will take the lead in raising standards across your business to delight customers and give you a competitive edge.

The Level 3 Diploma in Customer Service forms the competence element of the Advanced Apprenticeship.

Employer benefits

- 74 % of employers state that customer service has improved across their business
- 82 % of employers state that team work has improved internally following a Mantra course
- 62 % of employers state that their business has grown and profits increase
- Access to a fully funded Health and Safety audit worth over £300, and a Business Improvement Needs Analysis (BINA)

Outcomes

The programme encourages employees to develop business sense as well as boosting their confidence and developing their interpersonal and problem solving skills.

Programme delivery

All Mantra Learning Training Advisors are industry professionals who are specialists in the area in which they teach and are members of the Institute for Learning.

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Programme design

Learners must achieve all 12 credits from the 2 mandatory units and 30 credits by completing a minimum of one unit from each of the 4 option groups; at least 10 units must be at Level 3. A minimum of 42 credits is required overall.

Mandatory units

Mandatory units (Customer Service Foundations)	Credit	Level
Demonstrate understanding of customer service	6	3
Demonstrate understanding of the rules that impact on improvements in customer service	6	3

Optional units

Option Group A (Impression and Image)	Credit	Level
Communicate effectively with customers	5	2
Give customers a positive impression of yourself and your organisation	5	2
Promote additional services or products to customers	6	2
Process information about customers	5	2
Live up to the customer service promise	6	2
Make customer service personal	6	2
Go the extra mile in customer service	6	2
Deal with customers face to face	5	2
Deal with incoming telephone calls from customers	5	2
Make telephone calls to customers	6	2
Deal with customers in writing or electronically	6	3
Use customer service as a competitive tool	8	3
Organise the promotion of additional services or products to customers	7	3
Build a customer service knowledge set	7	3
Champion customer service	10	4
Make customer service environmentally friendly and sustainable	11	4

Option Group B (Delivery)	Credit	Level
Deliver reliable customer service	5	2
Deliver customer service on your customer's premises	5	2
Recognise diversity when delivering customer service	5	2
Deal with customers across a language divide	8	2
Use questioning techniques when delivering customer service	4	2
Deal with customers using bespoke software	5	2
Maintain customer service through effective handover	4	2
Deliver customer service using service partnerships	6	3
Organise the delivery of reliable customer service	6	3
Improve the customer relationship	7	3
Maintain and develop a healthy and safe customer service environment	8	4
Plan, organise and control customer service operations	10	4
Review the quality of customer service	8	4
Build and maintain effective customer relations	8	4
Deliver seamless customer service with a team	8	4

Optional Group C (Handling Problems)	Credit	Level
Resolve customer service problems	6	2
Deliver customer service to difficult customers	6	2
Monitor and solve customer service problems	6	3
Apply risk assessment to customer service	10	3
Process customer service complaints	6	3
Handle referred customer complaints	10	4

Option Group D (Development and Improvement)	Credit	Level
Develop customer relationships	6	2
Support customer service improvements	5	2
Develop personal performance through delivering customer service	6	2
Support customers using on-line customer services	5	2
Buddy a colleague to develop their customer service skills	5	2
Develop your own customer service skills through self-study	6	2
Support customers using self- service technology	5	2
Work with others to improve customer service	8	3
Promote continuous improvement	7	3
Develop your own and others' customer service skills	8	3
Lead a team to improve customer service	7	3
Gather, analyse and interpret customer feedback	10	3
Monitor the quality of customer service transactions	7	3
Implement quality improvements to customer service	10	4
Plan and organise the development of customer service staff	9	4
Develop a customer service strategy for a part of an organisation	11	4
Manage a customer service award programme	7	4
Apply technology or other resources to improve customer service	11	4
Review and re-engineer customer service processes	11	4
Manage customer service performance	7	4

Additional Apprenticeship units

Key skills at level 2 - literacy and application of number
Employment rights and responsibilities workbook
Personal learning and thinking skills
City and Guilds Level 2 Certificate in Customer Service

Assessment

The Mantra Learning Advisor will use a range of assessment methods including observation, question and answer, video, professional discussion and written reports.

Opportunities for further development

Learners can progress to:

- Level 3 Certificate in Business Administration
- Advice and Guidance Level 3 Certificate
- Advanced Apprenticeship Management Level 3

For further information and to increase the value of your staff: FREEPHONE

0800 389 5283

www.mantralearning.co.uk



ENABLING PEOPLE TO TRANSFORM BUSINESS