

<p>customer service and a brand</p> <p>3. Understand the structure of customer service</p> <p>4. Understand the implications of legislation on customer service delivery</p>				
<p>Understand customers and customer retention – 4 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand customer relationship management (CRS)</p> <p>2. Understand customer retention</p> <p>3. Understand the measurement of customer satisfaction</p>				
<p>Resolve customers problems – 4 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand the monitoring and resolution of customer service problems</p> <p>2. Be able to deal with customers problems</p>				
<p>Principals of business – 10 credits</p> <p>Learning outcomes required:</p> <p>1. Understand business markets</p> <p>2. Understand business innovation and growth</p> <p>3. Understand financial management</p> <p>4. Understand business budgeting</p> <p>5. Understand sales</p>				

and Marketing				
Manage personal and professional development – 3 Credits Learning outcomes required: 1. Be able to identify personal and professional development requirements 2. Be able to fulfil a personal and professional development plan 3. Be able to maintain the relevance of a personal and professional development plan				
Group B optional units – Minimum of 15 credits must be achieved.				
Develop resources to support consistency of customer service delivery – 5 Credits Learning outcomes required: 1. Understand how knowledge resources are used to support customer service delivery 2. Be able to maintain and create a customer service knowledge base 3. Be able to develop customer service resource materials				
Use service partnerships to deliver customer service – 3 Credits Learning outcomes required: 1. Understand the use of a service partnership in customer service delivery				

<p>2.Understand ways of building relationships within a customer service partnership</p> <p>3. Be able to deliver customer service within a customer service partnership</p>				
<p>Gather, analyse and interpret customer feedback – 5 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand how to gather, analyse and interpret customer feedback</p> <p>2.Be able to plan the collection of customer feedback on customer service issues</p> <p>3. Be able to gather customer feedback</p> <p>4. Be able to analyse and interpret customer feedback to recommend improvements</p>				
<p>Resolve Customer complaints – 4 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand the monitoring and resolution of customers complaints</p> <p>2. Be able to deal with customers complaints</p>				
<p>Monitor the quality of customer service interactions – 5 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand how to monitor the quality of customer service interactions</p>				

<p>2.Be able to prepare to monitor the quality of customer service interactions</p> <p>3.Be able to monitor the quality of customer service interactions</p>				
<p>Communicate verbally with customers – 3 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand how to communicate verbally with customers</p> <p>2.Be able to use customer service language to communicate with customers</p>				
<p>Communicate with customers in writing – 3 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand how to communicate with customers in writing</p> <p>2.Be able to plan written communications with customers</p> <p>3. Be able to communicate with customers in writing</p>				
<p>Promote additional products and/or services to customers – 2 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand the promotion of additional products and/or services to customers</p> <p>2.Be able to promote additional products and/or services to</p>				

customers				
<p>Exceed customer expectations – 3 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand how to exceed customer expectations 2.Be able to exceed customer expectations 				
<p>Deliver customer service whilst working on customer’s premises – 4 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand how to deliver customer service whilst working on customers premises 2.Be able to deliver customer service whilst working on customers premises 				
<p>Deliver customer service to challenging customers – 3 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand the delivery of customer service to challenging customers 2.Be able to deal with challenging customers 				
<p>Deliver customer relationships – 3 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understandd how to develop customer relationships 2.Be able to develop relationships with customers 				

<p>Support customer service improvements – 3 Credits Learning outcomes required: 1.Understand how to support customer service improvements 2.Be able to identify the potential for improvements to customer service 3. Be able to support the implementation of improvements to customer service</p>				
<p>Support customers through real-time online customer service – 3 Credits Learning outcomes required: 1.Understand how to support customers through real-time online customer service 2.Be able to establish the customer service report needed by customers 3. Be able to support on-line customer service in real-time</p>				
<p>Support customers using self-service equipment- 3 Credits Learning outcomes required: 1.Understand how to support customers using self- service equipment 2.Be able to identify the help needed by customers using self - service equipment 3. Be able to help customers using self-</p>				

service equipment				
<p>Use social media to deliver customer service- 3 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand social media in a business environment 2.Be able to deal with customers using social media 				
<p>Provide post-transaction customer service – 5 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand post-transaction customer service 2.Be able to provide post transaction customer service 				
<p>Champion customer service – 4 Credits</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand how to champion customer service 2.Be able to identify the scope for improvements to customer service 3. Be able to champion customer service 				
<p>Build and maintain effective customer relations</p> <p>Learning outcomes required:</p> <ol style="list-style-type: none"> 1.Understand how to build effective relationships with customers 2.Be able to determine the scope for building effective relationships with customers 				

<p>3. Be able to develop effective relationships with customers</p> <p>4. Be able to improve and review relationships with customers</p>				
<p>Manage a customer service award programme – 4 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand the management of a customer service award programme</p> <p>2.Be able to plan a customer service award programme</p> <p>3. Be able to manage a customer service award programme</p>				
<p>Manage the use of technology to improve customer service – 4 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand how to manage the use of technology to improve customer service</p> <p>2.Be able to identify opportunities for customer service improvement through the use of technology</p> <p>3. Be able to implement changes in technology to improve customer service</p>				
<p>Develop a social media strategy for customer service- 5 Credits</p> <p>Learning outcomes</p>				

<p>required: 1.Understand the development of a customer service social media strategy 2.Be able to develop a customer service social media strategy 3. Be able to promote the benefits of social media networking to customer service</p>				
<p>Optional Group C, a maximum of 9 credits can be achieved for the list below</p>				
<p>Negotiate in a business environment – 4 Credits Learning outcomes required: 1.Understand the principals underpinning negotiation 2.Be able to prepare for business negotiations 3. Be able to carry out business negotiations</p>				
<p>Promote equality, diversity and inclusion in the workplace – 3 Credits Learning outcomes required: 1.Understand the organisational aspects of equality, diversity and inclusion in the workplace 2. Understand the personal aspects of equality, diversion and inclusion in the workplace 3. Be able to support equality, diversion and inclusion in the workplace</p>				
<p>Manage Team</p>				

<p>performance – 4 Credits Learning outcomes required: 1. Understand the management of team performance 2. Be able to allocate and assure the quality of work 3. Be able to manage communications within a team</p>				
<p>Manage individuals' performance – 4 Credits Learning outcomes required: 1. Understand the management of underperformance in the workplace 2. Be able to manage individuals performance in the workplace</p>				
<p>Collaborate with other departments – 3 Credits Learning outcomes required: 1. Understand how to collaborate with other departments 2. Be able to identify opportunities for collaboration with other departments 3. Be able to collaborate with other departments</p>				
<p>Negotiating, handling objections and closing sales – 4 Credits Learning outcomes required: 1. Understand how to handle objections and negotiate with the customer</p>				

<p>2.Be able to prepare for objections and negotiation with the customer</p> <p>3. Be able to handle objections</p> <p>4. Be able to negotiate with the customer</p> <p>5. Be able to close the sale following negotiation</p>				
<p>Obtaining and analysing sales-related information – 4 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand the uses of sales related information</p> <p>2.Understand how to use tools and methods to analyse sales related information</p> <p>3.Be able to obtain sales related information about customers, markets and competitors</p> <p>4. Be able to use tools and methods to analyse sales related information</p>				
<p>Buyer behaviours in sales situations – 3 Credits</p> <p>Learning outcomes required:</p> <p>1.Understand the impact of different models of buyer behaviour on the sales cycle</p> <p>2.Be able to respond to the buyer at each stage of the decision making process</p>				
<p>Manage incidents referred to a contact</p>				

<p>centre – 6 Credits Learning outcomes required: 1.Be able to manage incidents through a contact centre 2.Be able to provide support to colleagues on incident management in a contact centre 3.Understnad how to manage incidents reported in a contact centre</p>				
<p>Lead direct sales activities in a contact centre team – 4 Credits Learning outcomes required: 1.Be able to carry out sales activities in a contact centre 2.Be able to analyse contact sales data 3. Be able to lead a team involved in direct sales activities in a contact centre 4. Understand sales activities in a contact centre team</p>				
<p>Manage diary systems- 2 Credits Learning outcomes required: 1.Understand the management of diary systems 2.Be able to manage diary systems</p>				
<p>Contribute to the organisation of an event – 3 Credits Learning outcomes required: 1.Understand event organisation 2.Be able to carry out pre-event actions</p>				

<p>3. Be able to set up an event</p> <p>4. Be able to carry out post-event actions</p>				
<p>Provide reception services – 3 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand reception services</p> <p>2. Be able to provide a reception service</p>				
<p>Buddy a colleague to develop their skills – 3 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand how to buddy a colleague</p> <p>2. Be able to plan to buddy a colleague</p> <p>3. Be able to support a buddy carrying out work activities</p>				
<p>Employee rights and responsibilities – 2 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand the roles of organisations and industries</p> <p>2. Understand employers' expectations and employees rights and obligations</p>				
<p>Processing sales orders – 2 Credits</p> <p>Learning outcomes required:</p> <p>1. Understand how to process and follow up sales orders</p> <p>2. Be able to process sales orders</p> <p>3. Be able to follow up sales order processing</p>				
<p>Bespoke Software – 4 Credits</p>				

<p>Learning outcomes required:</p> <ol style="list-style-type: none">1. Input and combine information using Bespoke software2. Create and modify appropriate structures to organise and retrieve information efficiently3. Exploit the functions of the software effectively to process and present information				
---	--	--	--	--