

value of customers and their loyalty				
Principals of Customer Service – 4 Credits Learning outcomes required: -Understand customer service -Understand how legal and ethical requirements relate to customer service -Understand how to deliver effective customer service - Understand the management of customer service information				
Understand employer organisations – 4 Credits Learning outcomes required: -Understand organisational structures -Understand the organisational requirement				
Optional group B minimum of 3 credits must be achieved				
Communicate verbally with customers – 3 Credits Learning outcomes required: -Understand how to communicate verbally with customers -Be able to use customer service language to communicate with customers				
Communicate with Customers in writing				

<p>- 3 Credits Learning outcomes required: -Understand how to communicate customers in writing -Be able to plan written communications to customers -Be able to communicate with customers in writing</p>				
<p>Optional group C minimum of 16 credits must be achieved</p>				
<p>Deal with incoming telephone calls from customers – 3 Credits Learning outcomes required: -Understand how to deal with incoming customer calls -Be able to establish the purpose of incoming customer calls -Be able to deal with customer questions and requests</p>				
<p>Make telephone calls to customers – 3 Credits Learning outcomes required: -Understand how to make telephone calls to customers -Be able to plan telephone calls to customers -Be able to make telephone calls to customers</p>				
<p>Promote additional products and/or services to customers – 2 Credits Learning outcomes required: -Understand the promotion of</p>				

<p>additional products and/or services to products</p> <p>-Be able to promote additional products and/or services to customers</p>				
<p>Process information about Customers – 3 Credits</p> <p>Learning outcomes required:</p> <p>-Understand how to process customer information</p> <p>-Be able to process customer information</p>				
<p>Exceed customer expectations – 3 Credits</p> <p>Learning outcomes required:</p> <p>-Understand how to exceed customer expectations</p> <p>-Be able to exceed customer expectations</p>				
<p>Deliver customer service whilst working on customers' premises – 4 Credits</p> <p>Learning outcomes required:</p> <p>-Understand how to deliver customer service whilst working on customer premises</p> <p>-Be able to deliver customer service whilst working on customer premises</p>				
<p>Carry out customer service handovers – 3 credits</p> <p>Learning outcomes required:</p> <p>-Understand the customer service</p>				

<p>handover process -Be able to plan customer service handovers -Be able to carry out customer service handovers</p>				
<p>Resolve customer service problems – 5 Credits Learning outcomes required: -Understand the resolution of customer service problems -Be able to resolve customer service problems - Be able to manage unresolved customer service problems</p>				
<p>Deliver customer service to challenging customers – 3 Credits Learning outcomes required: -Understand the delivery of customer service to challenging customers -Be able to deal with challenging customers</p>				
<p>Develop customer relationships – 3 Credits Learning outcomes required: -Understand how to develop customer relationships -Be able to develop relationships with customers</p>				
<p>Support Customer service improvements -3 Credits Learning outcomes required:</p>				

<ul style="list-style-type: none"> -Understand how to support customer service improvements -Be able to identify the potential for improvements to customer service - Be able to support the implementation of improvements to customer service 				
<p>Support customers through real-time online customer service – 3 Credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand how to support customers through real-time customer service -Be able to establish the customer support needed by customers -Be able to support online customer service in real time 				
<p>Support customers using self- service equipment – 3 Credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand how to support customers using self-service equipment -Be able to identify the help needed by self-serving customers when using equipment Be able to help customers use self service equipment 				
<p>Use social media to deliver customer service – 3 Credits</p> <p>Learning outcomes required:</p>				

<ul style="list-style-type: none"> -Understand social media in a business environment -Be able to deal with customers using social media 				
<p>Provide post-transaction customer service – 5 Credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand post transaction customer service -Be able to provide post transaction customer service 				
<p>Resolve customers' complaints – 4 Credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand the monitoring and resolution of customer complaints -Be able to deal with customers complaints 				
<p>Gather, analyse and interpret customer feedback – 5 Credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand how to interpret, gather and analyse customer feedback Be able to plan the collection of customer feedback on customer service issues -Be able to gather customer service feedback Be able to gather and interpret customer service feedback to recommend improvements 				
<p>Optional group D maximum of 7 credits can be achieved</p>				

<p>Health and safety procedures in the workplace – 2 credits Learning outcomes required: -Know health and safety procedures in the workplace -Be able to carry out tasks with regard to health and safety in the workplace</p>				
<p>Manage diary systems- 2 credits Learning outcomes required: -Understand the management of diary systems -Be able to manage diary systems</p>				
<p>Provide reception services – 3 credits Learning outcomes required: -Understand reception services - Be able to provide a reception service</p>				
<p>Contribute to the organisation of an event – 3 credits Learning outcomes required: -Understand event organisation Be able to carry out pre-event actions -Be able to set up an event -Be able to carry out post event actions</p>				
<p>Buddy a colleague to develop their skills – 3 credits Learning outcomes required: -Understand how to buddy a colleague -Be able to plan to buddy a colleague</p>				

Be able to support a buddy carry out work activities				
Employee Rights and Responsibilities – 2 Credits Learning outcomes required: -Understand the roles of organisations and industries -Understand employers' expectations and employees' rights and obligations				
Develop working relationships with colleagues – 3 credits Learning outcomes required: -Understand the principals of effective team working -Be able to maintain effective working relationships with colleagues -Be able to collaborate with colleagues to resolve problems				
Principals of equality and diversity in the workplace – 2 credits Learning outcomes required: -Understand the implications of equality legislation -Understand organisations expectations and standards for equality and diversity and context in the workplace				
Processing sales orders – 2 credits Learning outcomes required:				

<p>-Understand how to process and follow up sales orders -Be able to process sales orders -Be able to follow up sales order processing</p>				
<p>Meeting customers' after sales needs – 3 credits Learning outcomes required: -Be able to investigate customer after sales needs -Be able to handle customers after sales needs Be able to review the after sales process</p>				
<p>Handling objections and closing sales – 3 credits Learning outcomes required: -Understand how to handle sales objections -Understand how to close the sale -Be able to handle objections Be able to close the sale</p>				
<p>Deal with incidents through a contact centre – 7 credits Learning outcomes required: -Be able to deal with contacts through a contact centre -Be able to use contact centre communications systems to deploy incident management resources Understand how to deal with incidents in</p>				

a contact centre				
<p>Carry out direct sales activities in a contact centre – 5 credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Be able to gather information needed for direct sales activities in a contact centre -Be able to carry out direct sales to customers within a contact centre -Be able to keep direct sales records within a contact centre -Be able to comply with regulations and legislation during direct sales in a contact centre -Understand how to conduct sales activities in a contact centre 				
<p>Negotiate in a business environment – 4 credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Understand the principals underpinning negotiations -Be able to prepare for business negotiations -Be able to carry out business negotiations 				
<p>Bespoke Software – 3 credits</p> <p>Learning outcomes required:</p> <ul style="list-style-type: none"> -Input and combine information using bespoke applications -Use appropriate 				

structures to organise and retrieve information efficiently -Use the functions of the software effectively to process and present information				
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