



Customer Service – Level 3

Apprenticeship Learning Programme

Organisation Responsible: Institute of Customer Service

Apprenticeship framework requirements:

NVQ: <i>Awarding Body: City & Guilds</i>	Customer Service Level 3
Key Skills <i>Awarding body: City & Guilds</i>	Application of Number Level 2 Communication Level 2
Technical Certificate: <i>Awarding Body: City & Guilds</i>	City and Guilds Level 3 Certificate in Customer Service
Employment Responsibilities and Rights:	ERR is covered in a combination of the NVQ, the Technical Certificate and Induction.

Certification: On completion of the above programme the Learner will receive a nationally recognised Certificate for each of the above disciplines.

Apprenticeship:

Apprenticeships are nationally designed training programmes for those who have already left full time education or are already in employment. They provide a combination of on and off-the-job training whilst being paid.

They are intended to provide an integrated programme of learning leading to the acquisition and application of the skills, knowledge and understanding required by employers.

The completion of an Apprenticeship framework shows both current and potential employers that the holder has achieved competence in the skills covered by the Apprenticeship, has demonstrated the knowledge required by the Apprenticeship and has attained the level of transferable skills required by all Apprenticeships.

NVQ:

National Vocational Qualifications (NVQ's) are qualifications that reflect the skills, knowledge and understanding of individuals 'specific areas of work' – in this case Customer Service. They are expressed in terms of competences and are assessed in the workplace.

The NVQ in Customer Service is gained by assessment of performance in the workplace. Learners will have to claim competence against the Standards for the work that they do. They will also have to reflect on what they do and identify opportunities for change and improvement. The evidence they will need to generate mainly comes from everyday tasks. However, observation and witness statements from customers, peers and managers are also important pieces of evidence.



To achieve the NVQ you will complete the two mandatory units and select, with the help of your assessor, 6 from the 18 optional units listed below. The units are grouped into themes and you must choose at least one optional unit from each theme.

Mandatory Units

- 301 - Understand customer service to improve service delivery
- 302 - Know the rules to follow when developing customer service

Optional Units

Impression and Image

- 205 - Make customer service personal
- 206 - Go an extra mile in customer service
- 207 - Deal with customers in writing or using ICT
- 303 - Use customer service as a competitive tool
- 304 - Organise the promotion of services or products to customers

Delivery

- 211 - Deliver customer services on your customers' premises
- 212 - Recognise diversity when delivering customer service
- 305 - Deliver customer service using service partnership
- 306 - Organise the delivery of reliable customer service
- 307 - Improve the customer relationship

Handling Problems

- 308 - Monitor and solve customer service problems
- 309 - Apply risk assessment to customer service
- 310 - Process customer service complaints

Development and Improvement

- 311 - Work with others to improve customer service
- 312 - Promote continuous improvement in customer service
- 313 - Develop your own and others' customer service skills
- 314 - Lead a team to improve customer service
- 315 - Gather, analyse and interpret customer feedback

Technical Certificate:

Units

- 101 – Customer service principles and techniques
- 102 – Develop, maintain and support the customer service environment
- 103 – Co-ordinate products and services for customers

In addition there will be a written 1½ hour test on Effective Customer Service

Key Skills:

Mandatory

- Application of Number Level 2
- Communication Level 2

Optional (not required for the framework but will give additional certificates)

- Working with Others Level 2
- Improving own Learning and Performance Level 2
- Problem Solving Level 2