

Apprenticeship in Customer Service Level 2

This programme is primarily aimed at candidates who undertake a customer service role and recognises that employment in the customer service sector involves a diverse range of functions, tasks and activities that are constantly developing and changing. It is suitable for candidates:

- who have particular customer service and administrative job roles
- who are working in a customer service environment
- whose role is to provide service to customers

On completion of this apprenticeship you will achieve the following:

- Apprenticeship in Customer Service
- OCR Level 2 NVQ Certificate in Customer Service
- OCR Level 2 Certificate in Customer Service Knowledge
- Key Skills - Application of Number Level 1 and Communication Level 1

Competence component OCR Level 2 NVQ Certificate in Customer Service

To achieve a Level 2 NVQ Certificate in Customer Service, you will complete a minimum of 6 units where at least one is required from each theme of Optional units:

course units

Group One - Mandatory Units

- F1 Communicating using customer service language
- F2 Follow the rules to deliver customer service

Optional Units

Theme: Impression and Image

- A1 Maintain a positive and customer-friendly attitude
- A2 Adapt your behaviour to give a good customer service impression
- A3 Communicate effectively with customers
- A4 Give customers a positive impression of yourself and your organisation
- A5 Promote additional services or products to customers
- A6 Process information about customers
- A7 Live up to the customer service promise
- A8 Make customer service personal
- A9 Go the extra mile in customer service
- A10 Deal with customers face to face
- A11 Deal with incoming telephone calls from customers
- A12 Make telephone calls to customers
- A13 Deal with customers in writing or electronically

- A14 Use customer service as a competitive tool
- A15 Organise the promotion of additional services or products to customers
- A16 Build a customer service knowledge set

Theme: Delivery

- B1 Do your job in a customer-friendly way
- B2 Deliver reliable customer service
- B3 Deliver customer service on your customer's premises
- B4 Recognise diversity when delivering customer service
- B5 Deal with customers across a language divide
- B6 Use questioning techniques when delivering customer service
- B7 Deal with customers using bespoke software
- B8 Maintain customer service through effective hand over
- B9 Deliver customer service using service partnerships
- B10 Organise the delivery of reliable customer service
- B11 Improve the customer relationship

Theme: Handling Problems

- C1 Recognise and deal with customer queries, requests and problems
- C2 Take details of customer service problems
- C3 Resolve customer service problems
- C4 Deliver customer service to difficult customers
- C5 Monitor and solve customer service problems
- C6 Apply risk assessment to customer service
- C7 Process customer service complaints

Theme: Development and Improvement

- D1 Develop customer relationships
- D2 Support customer service improvements

- D3 Develop personal performance through delivering customer service
- D4 Support customers using on-line customer services
- D5 Buddy a colleague to develop their customer service skills
- D6 Develop your own customer service skills through selfstudy
- D7 Support customers using self-service technology
- D8 Work with others to improve customer service
- D9 Promote continuous improvement
- D10 Develop your own and others' customer service skills
- D11 Lead a team to improve customer service
- D12 Gather, analyse and interpret customer feedback
- D13 Monitor the quality of customer service transactions

Knowledge component OCR Level 2 Certificate in Customer Service Knowledge

This component consists of 3 units which will be integrated with the Competence component and delivered within the workplace by your Assessor.

To achieve a Level 2 Certificate in Customer Service Knowledge, you must complete the 3 mandatory units:

Mandatory Units

- A3 Communicate effectively with customers
- F1 Communicating using customer service language
- F2 Follow the rules to deliver customer service

Key Skills

There are two areas which you will complete through a combination of work-based assessments and assignments:

- Application of Number Level 1
- Communication Level 1

Course Delivery:

An Assessor will visit the candidate at their workplace, at least once every 3 weeks for a minimum of one and a half hours. Targets will be agreed for you to complete between each assessment visit.

Recommended Time on Framework:

The recommended time to complete the Apprenticeship framework is 12 months.