

## Modern Apprenticeship in Customer Service Level 3

This qualification is aimed at individuals where customer service is part of their work. They do not have to be carrying out a particular customer service role. One of the main elements of the NVQ is how the individual brings about permanent improvements in service delivery. They should be committed to offering the best service to their customers. The customer is described as anyone that the individual provides a service to.

On completion of the framework the candidate will receive the following qualifications:

- City and Guilds Level 3 Certificate in Customer Service
- OCR Level 3 NVQ in Customer Service
- Customer Service Modern Apprenticeship
- Key Skills - Application of Number Level 2 and Communication Level 2

## Level 3 National Vocational Qualification in Customer Service

Two mandatory units and six optional units must be selected with at least one from each section  
(TOTAL EIGHT UNITS)

### course details

#### Mandatory Units (2)

##### Customer Service Foundations

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

#### Optional Units (6)

(Select at least one from each section)

##### Impression and Image

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

##### Delivery:

- Deliver customer service on your customers' premises

- Recognise diversity when delivering customer service
- Improve the customer relationship
- Deliver customer service using service partnerships
- Organise the delivery of reliable customer service

##### Handling Problems

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

##### Development and Improvement

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

### Course Delivery:

An Assessor will visit the candidate at their workplace at least once a month for a minimum of one hour. In addition to this, they will be set approximately 4 hours worth of work to complete before the next months meeting.

# Technical Certificate: City and Guilds level 3 Certificate in Customer Service

This qualification aims to develop an understanding of how customer service delivery and legislation affects customer expectations and how the customer service process can be developed and improved through customer feedback, promotion of products and services and effective teamwork.

To achieve the Level 3 Certificate in Customer Service, learners must achieve the two mandatory units through two written assignments. Each assignment is allocated a time scale of 3 hours. The candidate will work with their assessor by carrying out research activities and completing workbooks which will prepare them for each assignment.

## course units

### Unit 1: Principles of Customer Service Delivery

There are four learning outcomes within this unit:

- Describe the principles which impact on customer expectations
- Identify how behaviour, communication and interpersonal skills affect customer expectations and satisfaction
- Describe solutions to customer service problems and complaints within organisational constraints
- Explain how legislation affects the customer service process

### Unit 2: Developing and Improving the Customer Service Process

There are three learning outcomes within this unit:

- Explain how customer feedback can improve the customer service process
- Describe the process of promoting products and services
- Explain the importance of effective teamwork and the monitoring of performance

## Key Skills

## course units

Key Skills are a range of essential skills that are critical to succeed in the workplace today. There are two Key Skill areas (Communications and Application of Number) which participants complete through a combination of work-based assessments and assignments.

### Mandatory Units

- Application of Number (Level 2)
- Communication (Level 2)

### Delivery

Key Skills will be completed during the assessor visits.

### Recommended Time on Framework:

The recommended time to complete the Modern Apprenticeship framework is 18 to 24 months.