



APPRENTICESHIP

Diploma in Customer Service

Level 3

3



Qualification Overview

To achieve a Level 3 Diploma in Customer Service learners must complete a minimum of 55 credits:

- 1) **31 credits** from **GROUP A MANDATORY UNITS**
- 2) A **minimum of 15 credits** from **GROUP B OPTIONAL UNITS**
- 3) A **maximum of 9 credits** from **GROUP C OPTIONAL UNITS**

A **minimum of 40 credits** must be achieved through completion of units Level 3 or above.

Mandatory Units (total of 31 credits)	Credit Value
Organise and Deliver Customer Service	5
Understand the Customer Service Environment (knowledge)	5
Resolve Customers Problems	4
Principles of Business (knowledge)	10
Understand Customers and Customer Retention (knowledge)	4
Manage Personal and Professional Performance	3

Optional Units (total of 24 credits required)

Apprentices will select units, with their Training Advisor and Line Manager, from the following Optional Groups that are appropriate to their role and responsibilities to meet the requirements of the remainder of the 24 credits.

Optional Group B Title	Credit Value	Level
Develop resources to support consistency of customer service delivery	5	3
Use service partnerships to deliver customer service	3	3
Resolve customers' complaints	4	3
Gather, analyse and interpret customer feedback	5	3
Monitor the quality of customer service interactions	5	3
Communicate verbally with customers	3	2
Communicate with customers in writing	3	2
Promote additional products and/or services to customers	2	2
Exceed customer expectations	3	2
Deliver customer service whilst working on customer's premises	4	2
Deliver customer service to challenging customers	3	2
Develop customer relationships	3	2
Support customer service improvements	3	2
Support customers through real-time online customer service	3	2

Support customers using self-service equipment	3	2
Use social media to deliver customer service	3	2
Provide post transaction customer service	5	2
Champion customer service	4	4
Build and maintain effective customer relations	6	4
Manage a customer service award programme	4	4
Manage the use of technology to improve customer service	4	4
Develop a social media strategy for customer service	5	4

Optional Group C Title	Credit Value	Level
Negotiate in a business environment	4	3
Promote equality, diversity and inclusion in the workplace	3	3
Manage team performance	4	3
Manage individuals' performance	4	3
Collaborate with other departments	3	3

Negotiating, handling objections and closing sales	4	3
Obtaining and analysing sales related information	4	3
Buyer behaviours in sales situations	3	3
Manage incidents referred to a contact centre	6	3
Lead direct sales activities in a contact centre team	4	3
Manage diary systems	2	2
Contribute to the organisation of an event	3	2
Provide reception services	3	2
Buddy a colleague to develop their skills	3	2
Employee rights and responsibilities	2	2
Processing sales orders	2	2
Bespoke Software	4	3

Delivery Overview

The Diploma in Customer Service at Level 3 is delivered over 14 months and comprises of virtual 1-2-1 sessions. Three of the units will be completed through assignments or the learner has the option of an online multiple-choice test. These options will be discussed with the Learner and Line Manager.

Where this schedule refers to a visit, these will be an opportunity to review progress with the Learner and their Line Manager virtually using a suitable communication platform, for the purpose of the schedule we have referred to this as 'Teams'. Dates will be agreed with the Learner's Line Manager and the Learner in line with the individual needs of the Learner and Welsh Government funding compliance rules.

Please contact us for more information:

ALS Training, Ocean Park House, East Tyndall St, Cardiff, CF24 5ET

Telephone: 02922 677020

Email: info@alstraining.org.uk

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