

# Qualification Structure

## Customer Service Level 3

Learners need to complete all mandatory units to a total of 12 credits and a minimum of 30 credits from the Optional Units Group (at least one unit from each group). A minimum of 22 credits must be at Level 3. To achieve the qualification a minimum of 42 credits is required.

| Mandatory Units - Customer Service Foundations |  |        |       |                       |
|--|--|--------|-------|-----------------------|
| Unit   | Unit Title   | Credit | Level | Guided Learning Hours |
| 4430-301                                       | Demonstrate understanding of customer service  | 6      | 3     | 40                    |
| 4430-302                                       | Demonstrate understanding of the rules that impact on improvements in customer service | 6      | 3     | 40                    |
| Optional Units - Impression and Image          |  |        |       |                       |
| Unit   | Unit Title   | Credit | Level | Guided Learning Hours |
| 4430-202                                       | Communicate effectively with customers   | 5      | 2     | 33                    |
| 4430-203                                       | Give customers a positive impression of yourself and your organisation                 | 5      | 2     | 33                    |
| 4430-204                                       | Promote additional services or products to customers                                   | 6      | 2     | 40                    |
| 4430-205                                       | Process information about customers  | 5      | 2     | 33                    |
| 4430-206                                       | Live up to the customer service promise  | 6      | 2     | 40                    |
| 4430-207                                       | Make customer service personal   | 6      | 2     | 40                    |
| 4430-208                                       | Go the extra mile in customer service  | 6      | 2     | 40                    |
| 4430-209                                       | Deal with customers face to face   | 5      | 2     | 33                    |
| 4430-210                                       | Deal with incoming telephone calls from customers                                      | 5      | 2     | 33                    |
| 4430-211                                       | Make telephone calls to customers  | 6      | 2     | 40                    |
| 4430-303                                       | Deal with customers in writing or electronically                                       | 6      | 3     | 40                    |
| 4430-304                                       | Use customer service as a competitive tool   | 8      | 3     | 53                    |
| 4430-305                                       | Organise the promotion of additional services or products to customers                 | 7      | 3     | 47                    |
| 4430-306                                       | Build a customer service knowledge set   | 7      | 3     | 47                    |
| 4430-403                                       | Champion customer service  | 10     | 4     | 67                    |
| 4430-404                                       | Make customer service environmentally friendly and sustainable                         | 11     | 4     | 73                    |

| <b>Optional Units - Delivery</b>                    |  |               |              |                              |
|---|--|---------------|--------------|------------------------------|
| <b>Unit</b>   | <b>Unit Title</b>  | <b>Credit</b> | <b>Level</b> | <b>Guided Learning Hours</b> |
| 4430-212  | Deliver reliable customer service                                    | 5             | 2            | 33                           |
| 4430-213  | Deliver customer service on your customer's premises                 | 5             | 2            | 33                           |
| 4430-214  | Recognise diversity when delivering customer service                 | 5             | 2            | 33                           |
| 4430-215  | Deal with customers across a language divide                         | 8             | 2            | 53                           |
| 4430-216  | Use questioning techniques when delivering customer service          | 4             | 2            | 27                           |
| 4430-217  | Deal with customers using bespoke software                           | 5             | 2            | 33                           |
| 4430-218  | Maintain customer service through effective hand over                | 4             | 2            | 27                           |
| 4430-307  | Deliver customer service using service partnerships                  | 6             | 3            | 40                           |
| 4430-308  | Organise the delivery of reliable customer service                   | 6             | 3            | 40                           |
| 4430-309  | Improve the customer relationship                                    | 7             | 3            | 47                           |
| 4430-405  | Maintain and develop a healthy and safe customer service environment | 8             | 4            | 53                           |
| 4430-406  | Plan, organise and control customer service operations               | 10            | 4            | 67                           |
| 4430-407  | Review the quality of customer service                               | 8             | 4            | 53                           |
| 4430-408  | Build and maintain effective customer relations                      | 8             | 4            | 53                           |
| 4430-409  | Deliver seamless customer service with a team                        | 8             | 4            | 53                           |
| <b>Optional Units - Handling Problems</b>           |  |               |              |                              |
| <b>Unit</b>   | <b>Unit Title</b>  | <b>Credit</b> | <b>Level</b> | <b>Guided Learning Hours</b> |
| 4430-219  | Resolve customer service problems                                    | 6             | 2            | 40                           |
| 4430-220  | Deliver customer service to difficult customers                      | 6             | 2            | 40                           |
| 4430-310  | Monitor and solve customer service problems                          | 6             | 3            | 40                           |
| 4430-311  | Apply risk assessment to customer service                            | 10            | 3            | 67                           |
| 4430-312  | Process customer service complaints                                  | 6             | 3            | 40                           |
| 4430-410  | Handle referred customer complaints                                  | 10            | 4            | 67                           |
| <b>Optional Units - Development and Improvement</b> |  |               |              |                              |
| <b>Unit</b>   | <b>Unit Title</b>  | <b>Credit</b> | <b>Level</b> | <b>Guided Learning Hours</b> |
| 4430-221  | Develop customer relationships                                       | 6             | 2            | 40                           |
| 4430-222  | Support customer service improvements                                | 5             | 2            | 33                           |
| 4430-223  | Develop personal performance through delivering customer service     | 6             | 2            | 40                           |
| 4430-224  | Support customers using on-line customer services                    | 5             | 2            | 33                           |
| 4430-225  | Buddy a colleague to develop their customer service skills           | 5             | 2            | 33                           |

|          |   |    |   |    |
|----------|---|----|---|----|
| 4430-226 | Develop your own customer service skills through self study       | 6  | 2 | 40 |
| 4430-227 | Support customers using self-service technology                   | 5  | 2 | 33 |
| 4430-313 | Work with others to improve customer service                      | 8  | 3 | 53 |
| 4430-314 | Promote continuous improvement                                    | 7  | 3 | 47 |
| 4430-315 | Develop your own and others' customer service skills              | 8  | 3 | 53 |
| 4430-316 | Lead a team to improve customer service                           | 7  | 3 | 47 |
| 4430-317 | Gather, analyse and interpret customer feedback                   | 10 | 3 | 67 |
| 4430-318 | Monitor the quality of customer service transactions              | 7  | 3 | 47 |
| 4430-411 | Implement quality improvements to customer service                | 10 | 4 | 67 |
| 4430-412 | Plan and organise the development of customer service staff       | 9  | 4 | 60 |
| 4430-413 | Develop a customer service strategy for a part of an organisation | 11 | 4 | 73 |
| 4430-414 | Manage a customer service award programme                         | 7  | 4 | 47 |
| 4430-415 | Apply technology or other resources to improve customer service   | 11 | 4 | 73 |
| 4430-416 | Review and re-engineer customer service processes                 | 11 | 4 | 73 |
| 4430-417 | Manage customer service performance                               | 7  | 4 | 47 |