



Apprenticeship in Customer Service

Overview

The Apprenticeship in Customer Service is ideal for you if your job role, or intended role is primarily involved with Customer Service or involves some Customer Service as a supplementary role. The Apprenticeship consists of qualifications that are included in the Credit and Qualifications Framework for Wales (QCFW) and provides a flexible approach to learning through the selection of units and credits. The qualification can be achieved through a mixture of portfolio building, observation, assessment and knowledge and understanding questioning.

Designed for learners to:

- > Demonstrate a practiced set of skills when carrying out customer service operations including managing performance improvements in service delivery, customer satisfaction, loyalty and reliability.
- > Develop their understanding of the principles that underpin working in a customer service environment including understanding customer retention and the principles of business.
- > Demonstrate occupational competence in a range of customer service roles, for example:
 - Customer Service Supervisor
 - Team Leader
 - Customer Service Coordinator
 - Customer Relationship Manager
 - Client Services Officer
 - Events Coordinator

This framework includes the following components:

- > Level 3 Diploma in Customer Service
- > Essential Skills Wales Level 2 in Communication
- > Essential Skills Wales Level 2 in Application of Number

Mae'r Rhaglenni Prentisiaeth, Hyfforddeiaeth a Thwf Swyddi Cymru, a arweinir gan Lywodraeth Cymru, yn cael cymorth ariannol gan Gronfa Gymdeithasol Ewrop

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Apprenticeship for Customer Services

Qualification Structure:

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

- > 31 credits from Group A Mandatory Units
- > A minimum of 15 credits from Group B Optional Units
- > 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 Group A

Title	Credit	Level
Organise and Deliver Customer Service	5	3
Understand the Customer Service Environment	5	3
Understand Customer and Customer retention	4	3
Resolve Customers' Problems	4	3
Principles of Business	10	3
Manage Personal and Professional Development	3	3

Optional Group B

Title	Credit	Level
Develop resources to support consistency of Customer Service delivery	5	3
Use service partnership 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 the 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



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Title	Credit	Level
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	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

Please contact us for more information:

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