

Principles of Customer Service

This qualification will provide you with the underpinning knowledge required by employers to work in a range of different environments in a customer service role. You will develop essential knowledge of how to carry out customer service related tasks such as how to manage information and support events. Once you have completed the qualification you will be able to apply your knowledge in a variety of industries and job roles.

Unit 1: Principles of customer service and delivery

This unit will provide you with the fundamental knowledge and understanding needed to work in a customer service role. You will develop knowledge of the legal and ethical requirements that relate to customer service and maintaining customer service information.

Unit 2: Understand customers

Within this unit you will develop knowledge of the different types of customers. You will also study the links between good customer service and customer loyalty, as well as how these factors affect the organisation in terms of reputation and image.

Unit 3: Understand employer organisations

Here you will look at a variety of organisational structures and the differences between private, public and voluntary sectors. You will discover the internal and external influences on organisations, and why change in the business environment is important.

Unit 4: Understand how to communicate with customers

Within this unit you will gain a thorough understanding of the importance of effective communication in customer service. You will look at different communication techniques and how to identify and adapt your own communication style in order to offer the best service possible.

Unit 5: Understand how to handle customer information

This unit will provide you with knowledge of customer service information systems and handover procedures. You will learn about the different responsibilities and levels of authority for processing customer service information.

Unit 6: Understand how to resolve problems and deliver customer service to challenging customers

This unit will provide you with a solid foundation of knowledge to enable you to deal with challenging customers. You will develop knowledge of techniques you can use to resolve problems and manage unresolved problems by referring to other sources.

Unit 7: Understand how to develop customer relationships

Within this unit you will gain an understanding of how to develop relationships with customers or potential customers. You will also study the value of customer loyalty and the customer's expectations of you.



*The level 2 distance learning courses are fully funded.
The only criteria is that you are over 19, have lived in the EU for the past 3 years and currently live in England.*