



Level 2

Certificate in

Customer Services



LEVEL 2 CERTIFICATE IN CUSTOMER SERVICES

AIMS AND OBJECTIVES

OVERVIEW

What is Customer Service?

Employers recognise the key role customer-facing staff play in determining the quality of the customer experience and in increasing customer loyalty. In an increasingly service-led economy, customer demand for better and more individualised service is set to continue to increase. The service the customer receives plays an integral part in the retention of that customer and generates the best form of marketing which is word of mouth referral. This can generate organic and new business growth.

Service Assistant, Customer Service Advisor, Customer Service Representative and Customer Service Agent. A wide variety of other customer facing job roles may benefit from this programme including Security Operatives, Receptionists and Concierge personnel.

Who is this programme for?

Due to the varied nature of the customer service industry there are many job roles that apply. These will include job roles which are dedicated to customer service such as Customer Service Trainee, Customer



- Learn more about the delivery of excellent customer service.
- Improve your communication skills to strengthen relationships and interactions with customers and colleagues.
- Develop the knowledge and principles that underpin outstanding customer care.
- Gain or develop key transferrable skills applicable in a range of industries and sectors.

Successful completion of this course leads to a nationally-accredited Level 2 Certificate in Customer Service. This is a Government funded nationally-accredited qualification – which means that if you are eligible you can study for free!

UNIT 1 SUPPORTING THE CUSTOMER SERVICE ENVIRONMENT

Communicate effectively with customers

- Use different methods of communication
- Identify the interpersonal skills which are required for effective team-working
- Describe how to adapt own behaviour to meet the individual needs of the team
- Use the telephone system efficiently and effectively
- Identify the personal qualities required to deal with customer problems
- Describe the skills required to deal with potentially stressful situations
- Apply problem solving theories to resolving a customer service problem
- Identify the process of solving a customer problem or complain

Demonstrate how to meet customer needs and expectations

- Identify how customers demonstrate their own individual needs and expectation
- Identify customers with special requirements
- Identify how to use methods of communication and behaviour to meet the individual needs of specified customers
- Identify and use methods of checking customer satisfaction
- Identify ways in which an organisation might improve its reputation

Apply customer service improvements and develop self

- Devise a method for obtaining customer feedback
- Identify why it is important to give a positive impression to customers about changes made to customer service procedures
- Identify how own behaviour might affect the behaviour of others
- Identify how to obtain useful and constructive feedback from others about own performance
- Identify own strengths and weaknesses in relation to working within a customer service role
- Apply the techniques of self assessment to look at strengths and weaknesses
- Produce a Training Needs Analysis (TNA) for self
- Prepare an individual learning/development plan which could be used as a basis for discussion with a relevant person, eg tutor, line manager, HR, training department

Apply the practical skills required to deliver effective customer service

- Identify the type of organisation
- Identify the organisation's customers including internal and/or external and those with specific needs
- Illustrate a customer service supply chain within an organisation
- Maintain established customer records
- Suggest a unique selling point or unique service offer for a product or service
- Suggest ways of promoting a product or service to increase customer awareness
- Compare the strengths and weaknesses of the promotional methods available



UNIT 2 DELIVERY OF EFFECTIVE CUSTOMER SERVICE

Describe the principles of customer service

Identify the purpose of customer service

Describe how customer service affects the success of the organisation

Describe different types of customers of an organisation

Identify the range of customer needs

Identify the customer service information which may be retained

Describe what is meant by an after-sales service

Describe what is meant by a Unique Selling Point (USP) and a Unique Service Offer (USO)

Identify the methods a customer service deliverer can use to keep product and service knowledge up-to-date

Describe how an organisation can promote its products and/or services

Identify the legislation which supports the customer service process

Identify the key aspects of the legislation relating to consumer law

Identify the main principles of equal opportunities legislation in relation to providing customer service

Identify the responsibilities of the employer and employee under the Health and Safety at Work Act

Describe why it is important to respect customer and organisation confidentiality

Understand how customer needs and expectations are formed

Describe the purpose of an organisations service offer

Describe how customer expectations are formed

Describe the interrelationship between customer satisfaction and customer expectations

Describe how customer needs can be identified

Identify the customer service information which may be retained

Identify the methods of obtaining customer feedback

Describe how an organisation can maintain customer loyalty

Identify why it is important to ensure effective customer relationships are maintained

Describe why it is important for a customer to be able to identify a brand

Understand principles of responding to customers problems or complaints

Identify common causes of customer problems and complaints

Identify different methods of communication

Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers

Explain how the non verbal communication of the service deliverer can affect the behaviour of the customer

Describe how personal presentation, approach and attitude will influence the perception of the service delivered

Identify the interpersonal and team working skills required in the customer service environment

Describe the skills required for effective team working

Describe how to maintain effective working relationships within a team

Describe the range of inter-personal skills required for effective customer service





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