



Customer service has never been more important to the success of businesses.

It has shifted in recent times from dealing with complaints behind the scenes to direct face-to-face interaction. This change means your customer service needs to be first-rate in order to ensure that you stay ahead of your competitors and keep your customers loyal.

Vocational training can develop customer service skills in staff that reflect the core values of your business.

Qualification aim

The Level 2 Certificate teaches the skills to **provide excellent customer service** and can be applied to hundreds of job roles across many different sectors, from government to telecommunications. The qualification focuses on a variety of key themes; impression and image, delivery, handling problems, development and improvement.

Who is this qualification suitable for?

Whilst customer service is the responsibility of every member of staff in an organisation, from the caretaker to the CEO, this is ideal for those who are just starting out in a customer service career or any customer facing role.

What is involved?

The Certificate is made up of two mandatory units and a range of optional units. Learning will be tailored to your industry and organisation.

Learners will be assessed in the workplace and so it is essential that their current role allows them to demonstrate customer service in practice.

Example units

- Communicate using customer service language
- Follow the rules to deliver customer service
- Give customers a positive impression of yourself and your organisation
- Recognise diversity when delivering customer service
- Promote additional services or products to customers
- Go the extra mile in customer service
- Deal with customers using bespoke software
- Maintain customer service through effective handover
- Deliver customer service to difficult customers
- Buddy a colleague to develop their customer service skills
- Support customers using on-line customer services
- Support customers using self-service technology

Qualification and progression

This Certificate can form part of the Customer Service Apprenticeship; check with your training provider at the point of registration if you are to be enrolled onto the Certificate only or an apprenticeship programme.