

Level 2 & 3 Diploma in Customer Services

City & Guilds



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Customer Services

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Level 2 Diploma in Customer Services

Who is the qualification for?

It is for learners who work or want to work in the customer service sector and other related sectors eg. contact centre and sales.

What does the qualification cover?

It allows learners to learn, develop and practice the skills required in employment. Is the qualification part of a framework or initiative?

It serves as hybrid qualification covering the technical certificate and NVQ requirements in the Customer Service Apprenticeship framework.

Who did we develop the qualification with?

It was developed in association with the Council for Administration (SkillsCfA)

What opportunities for progression are there?

On completion of this qualification candidates may progress into employment or to the following City & Guilds qualifications:

- Level 3 Diploma in Customer Service
- Customer Service Apprenticeship
- Qualifications in other work related areas (for examples Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors).

To achieve the Level 2 Diploma in Customer Service, learners must achieve a minimum of 45 credits in total. 19 credits from Mandatory Group A and a minimum of 26 credits from the optional units as follows:

A minimum of 3 credits from Optional Group B

A minimum of 16 credits from Optional Group C

A maximum of 7 credits from Optional Group D

A minimum of 45 credits must be achieved through the completion of units at Level 2 or above.

Mandatory Group A

- 201 Deliver customer service (5 Credits)
- 202/662 Understand customers (2 Credits)
- 203/663 Principles of customer service (4 Credits)
- 204/664 Understand employer organisations (4 Credits)
- 205 Manage personal performance and development (4 Credits)

Optional Group B

- 206 Communicate verbally with customers (3 Credits)
- 207 Communicate with customers in writing (3 Credits)

Optional Group C

- 208 Deal with incoming telephone calls from customers (3 Credits)
- 209 Make telephone calls to customers (3 Credits)
- 210 Promote additional products and/or services to customers (2 Credits)
- 211 Process information about customers (3 Credits)
- 212 Exceed customer expectations (3 Credits)
- 213 Deliver customer service whilst working on customers premises (4 Credits)
- 214 Carry out customer service handovers (3 Credits)
- 215 Resolve customer service problems (5 Credits)
- 216 Deliver customer service to challenging customers (3 Credits)
- 217 Develop customer relationships (3 Credits)
- 218 Support customer service improvements (3 Credits)
- 219 Support customers through real-time online customer service (3 Credits)
- 220 Support customers using self-service equipment (3 Credits)
- 221 Use social media to deliver customer service (3 Credits)
- 222 Provide post-transaction customer service (5 Credits)
- 302 Gather, analyse and interpret customer feedback (5 Credits)
- 311 Resolve customers' complaints (4 Credits)

Optional Group D

- 223 Health and safety procedures in the workplace (2 Credits)
- 224 Manage diary systems (2 Credits)
- 225 Provide reception services (3 Credits)
- 226 Contribute to the organisation of an event (3 Credits)
- 227 Buddy a colleague to develop their skills (3 Credits)
- 228 Employee rights and responsibilities (2 Credits)
- 229 Develop working relationships with colleagues (3 Credits)
- 230/680 Principles of equality and diversity in the workplace (2 Credits)
- 231 Processing sales orders (2 Credits)
- 232 Meeting customers' after sales needs (3 Credits)
- 233 Handling objections and closing sales (3 Credits)
- 234 Deal with incidents through a contact centre (7 Credits)
- 235 Carry out direct sales activities in a contact centre (5 Credits)
- 236 Bespoke Software (3 Credits)
- 303 Negotiate in a business environment (4 Credits)

Level 3 Diploma in Customer Services

Who is the qualification for?

It is for learners who work or want to work in the customer service sector and other related sectors eg. contact centre and sales.

What does the qualification cover?

It allows learners to learn, develop and practice the skills required in employment. Is the qualification part of a framework or initiative?

It serves as hybrid qualification covering the technical certificate and NVQ requirements in the Customer Service Apprenticeship framework.

Who did we develop the qualification with?

It was developed in association with the Council for Administration (SkillsCfA)

What opportunities for progression are there?

On completion of the qualification candidates may progress into employment or to the following City & Guilds qualifications:

- Level 4 NVQ Diploma in Customer Service
- Customer Service Apprenticeship
- Qualifications in other work related areas (for examples Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors)
- ILM Level 4 NVQ Diploma in Management

To achieve the Level 3 Diploma in Customer Service, learners must achieve a minimum of 55 credits in total. 31 credits from Mandatory Group A and a minimum of 24 credits from the optional units as follows:

A minimum of 15 credits from Optional Group B.

A maximum of 9 credits from Optional Group C.

A minimum of 40 credits must be achieved through the completion of units at Level 3 or above.

Mandatory Group A

304	Organise and deliver customer service (5 Credits)
305/695	Understand the customer service environment (5 Credits)
306/696	Understand customers and customer retention (4 Credits)
307/697	Principles of business (10 Credits)
308	Manage personal and professional development (3 Credits)
323	Resolve customers' problems (4 Credits)

Optional Group B

- 206 Communicate verbally with customers (3 Credits)
- 207 Communicate with customers in writing (3 Credits)
- 210 Promote additional products and/or services to customers (2 Credits)
- 212 Exceed customer expectations (3 Credits)
- 213 Deliver customer service whilst working on customers premises (4 Credits)
- 216 Deliver customer service to challenging customers (3 Credits)
- 217 Develop customer relationships (3 Credits)
- 218 Support customer service improvements (3 Credits)
- 219 Support customers through real-time online customer service (3 Credits)
- 220 Support customers using self-service equipment (3 Credits)
- 221 Use social media to deliver customer service (3 Credits)
- 222 Provide post transaction customer service (5 Credits)
- 302 Gather, analyse and interpret customer feedback (5 Credits)
- 309 Develop resources to support consistency of customer service delivery (5 Credits)
- 310 Use service partnerships to deliver customer service (3 Credits)
- 311 Resolve customers' complaints (4 Credits)
- 312 Monitor the quality of customer service interactions (5 Credits)
- 402 Champion customer service (4 Credits)
- 404 Build and maintain effective customer relations (6 Credits)
- 406 Manage a customer service award programme (4 Credits)
- 407 Manage the use of tech to improve customer service (4 Credits)
- 408 Develop a social media strategy for customer Service (5 Credits)

Optional Group C

- 224 Manage diary systems (2 Credits)
- 225 Provide reception services (3 Credits)
- 226 Contribute to the organisation of an event (3 Credits)
- 227 Buddy a colleague to develop their skills (3 Credits)
- 228 Employee rights and responsibilities (2 Credits)
- 231 Processing sales orders (2 Credits)
- 303 Negotiate in a business environment (4 Credits)
- 313 Promote equality, diversity & inclusion in the workplace (3 Credits)
- 314 Manage team performance (4 Credits)
- 315 Manage individuals' performance (4 Credits)
- 316 Collaborate with other departments (3 Credits)
- 317 Negotiating, handling objections and closing sales (4 Credits)
- 318 Obtaining and analysing sales related information (4 Credits)
- 319 Buyer behaviours in sales situations (3 Credits)
- 320 Manage incidents referred to a contact centre (6 Credits)
- 321 Lead direct sales activities in a contact centre team (4 Credits)
- 322 Bespoke Software (4 Credits)

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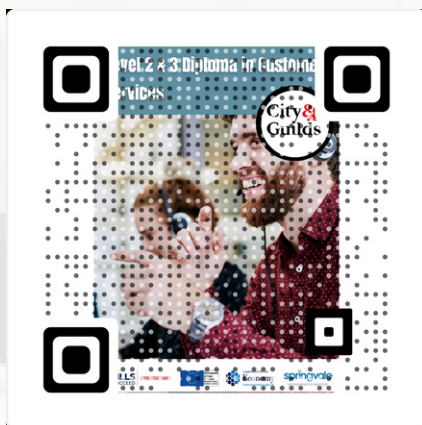
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Customer Services Apprentice

Hannah is a young Apprentice working in Howdens in Ballymena. Hannah is completing her Level 2 in Customer Services and has been greatly supported with gaining her qualification and workplace learning by her management and her tutor. She is very committed to gaining her qualifications and building her career in Howdens. She is very enthusiastic in all she does and is a great example of an Apprentice who will achieve great things in her career.



Hannah Balmer Level 2 in Customer Services



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