

APPRENTICESHIP AND ADVANCED APPRENTICESHIP IN CUSTOMER SERVICE

APPRENTICESHIP		ADVANCED APPRENTICESHIP	
LEVEL 2 NVQ – Seven Units		LEVEL 3 NVQ – Eight Units	
2 Mandatory and 5 Optional units (at least one from each theme)		2 Mandatory and 6 Optional units (at least one from each theme)	
Mandatory: Customer Service Foundations		Mandatory: Customer Service Foundations	
1	Prepare yourself to deliver good customer service	7	Understand customer service to improve service delivery
5	Provide customer service within the rules	8	Know the rules to follow when developing customer service
Theme: Impression and Image		Theme: Impression and Image	
9	Give customers a positive impression of yourself and your organisation	13	Make customer service personal
10	Promote additional services or products to customers	14	Go the extra mile in customer service
11	Process customer service information	15	Deal with customers in writing or using ICT
12	Live up to the customer service promise	18	Use customer service as a competitive tool
13	Make customer service personal	19	Organise the promotion of services or products to customers
14	Go the extra mile in customer service	Theme: Delivery	
15	Deal with customers in writing or using ICT	22	Deliver customer service on your customers' premises
16	Deal with customers face to face	23	Recognise diversity when delivering customer service
17	Deal with customers by telephone	24	Develop customer service using service partnerships
Theme: Delivery		25	Organise the delivery of reliable customer service
21	Deliver reliable customer service	26	Improve the customer relationship
22	Deliver customer service on your customers' premises	Theme: Handling Problems	
23	Recognise diversity when delivering customer service	32	Monitor and solve customer service problems
Theme: Handling Problems		33	Apply risk assessment to customer service
6	Recognise and deal with customer queries, requests and problems	34	Process customer service complaints
31	Resolve customer service problems	Theme: Development and Improvement	
Theme: Development and Improvement		39	Work with others to improve customer service
36	Develop customer relationships	40	Promote continuous improvement in customer service
37	Support customer service improvements	41	Develop your own and others' customer service skills
38	Develop personal performance through delivering customer service	42	Lead a team to improve customer service
Key Skills		43	Gather, analyse and interpret customer feedback
Application of Number at Level 1		Key Skills	
Communications at Level 1		Application of Number at Level 2	
Certificate in Customer Service at Level 2 (EDI)		Communications at Level 2	
		Certificate in Customer Service at Level 3 (EDI)	