

BTEC Diploma in Customer Service

This BTEC Diploma in Customer Service is for frontline service providers who wish to develop their skills and achieve accreditation for delivering a high quality of service to their customers.

It is based on recognised occupational standards and is jointly certificated by Best Practice and Pearson – the leading Awarding Organisation for vocational qualifications.

- Course duration: 9 – 12 months
- Assessed through observation, written worksheets, workplace evidence and onscreen tests
- Supported by e.learning and optional in-company workshops

Learners must achieve a total of 45 credits: 19 credits from mandatory units and at least 26 credits from optional units. At least 3 credits from Group B and at least 16 credits from Group C. No more than 7 credits from Group D.

* These units are assessed through onscreen tests. Credit values are shown below in brackets.

Level 2

Mandatory units – Group A
■ Deliver customer service (5)
■ Understand customers (2) *
■ Principles of customer service (4) *
■ Understand employer organisations (4) *
■ Manage personal performance and development (4)
Optional units – Group B
■ Communicate verbally with customers (3)
■ Communicate with customers in writing (3)
Optional units – Group C
■ Deal with incoming telephone calls from customers (3)
■ Make telephone calls to customers (3)
■ Promote additional products and/or services to customers (2)
■ Process information about customers (3)
■ Exceed customer expectations (3)
■ Deliver customer service whilst working on customer premises (4)
■ Resolve customer service problems (5)
■ Develop customer relationships (3)
■ Support customers through real-time online customer service (3)
■ Use social media to deliver customer service (3)
Optional units – Group D
■ Provide reception services (3)
■ Buddy a colleague to develop their skills (3)
■ Employee rights and responsibilities (2)
■ Processing sales orders (2)

Highlights

- 60 – 90 minutes per week study & preparation time
- Assessed in the workplace by experienced assessors