

BTEC Diploma in Customer Service

The BTEC Level 3 Diploma in Customer Service is for experienced service providers who are responsible for service delivery and service quality. 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, onscreen tests and an optional work-based project
- Supported by e.learning and optional in-company workshops

Learners must achieve a total of 55 credits: 31 credits from mandatory units and at least 24 credits from optional units. At least 15 credits from Group B and no more than 9 credits from Group C. No more than 15 credits from Group B level 2 units.

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

Level 3

Mandatory units – Group A	
■	Organise and deliver customer service (5)
■	Understand the customer service environment (5) *
■	Understand customers and customer retention (4) *
■	Resolve customers' problems (4)
■	Principles of business (10) *
■	Manage personal and professional development (3)
Optional units – Group B	
■	Develop resources to support consistency of customer service delivery (5)
■	Use service partnerships to deliver customer service (3)
■	Resolve customers' complaints (4)
■	Gather, analyse and interpret customer feedback (5)
■	Monitor the quality of customer service interactions (5)
Optional units – Group B (Level 2 units)	
■	Communicate verbally with customers (3)
■	Communicate with customers in writing (3)
■	Promote additional products and/or services to customers (2)
■	Exceed customer expectations (3)
■	Deliver customer service whilst working on customer premises (4)
■	Develop customer relationships (3)
■	Support customers through real-time online customer service (3)
■	Support customer service improvements (3)
■	Use social media to deliver customer service (3)
Optional units – Group C	
■	Manage team performance (4)
■	Manage individuals' performance (4)
■	Employee rights and responsibilities (2)

Highlights

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