

## Principles of Customer Service

Looking to learn the basic principles of good customer service? This FREE Level 2 on-line qualification provides the knowledge and skills required by employers to work in a range of different environments in a customer service role. Develop essential knowledge of how to carry out customer service related tasks such as how to manage information and support events. Once you have completed the qualification you will be able to apply your knowledge in a variety of industries and job roles. On successful completion you will receive an E-certificate.

### Unit 1: Principles of customer service and delivery

This unit will provide the fundamental knowledge and understanding needed to work in a customer service role. Develop knowledge of the legal and ethical requirements that relate to customer service and maintaining customer service information.

### Unit 2: Understand customers

This unit develops knowledge of the different types of customers. Study the links between good customer service and customer loyalty, as well as how these factors affect the organisation in terms of reputation and image.

### Unit 3: Understand employer organisations

Look at a variety of organisational structures and the differences between private, public and voluntary sectors. Discover the internal and external influences on organisations, and why change in the business environment is important.

### Unit 4: Understand how to communicate with customers

Gain a thorough understanding of the importance of effective communication in customer service. Look at different communication techniques and how to identify and adapt your own communication style in order to offer the best service possible.

### Unit 5: Understand how to handle customer information

This unit will provide the knowledge of customer service information systems and handover procedures. Learn about the different responsibilities and levels of authority for processing customer service information.

### Unit 6: Understand how to resolve problems and deliver customer service to challenging customers

This unit will provide a solid foundation of knowledge to enable you to deal with challenging customers. Develop knowledge of techniques available to resolve problems and manage unresolved problems by referring to other sources.

### Unit 7: Understand how to develop customer relationships

Within this unit, gain an understanding of how to develop relationships with customers or potential

customers. Also study the value of customer loyalty and the customer's expectations.

Approximate Course Duration – 8 -12 weeks (based on an average of 10-15 hours of self study per week)

This qualification can be completed on either a desk top or mobile phone. There are no specific software requirements needed apart from a stable internet connection.

## **Entry Requirements**

This course is aimed at those 19 years (as at 31st of the academic year you are applying for) and over.

When applying for one of our free courses you will be asked to supply a copy of your ID, which can be either a passport, driving licence, birth certificate or national identity card. If you were born outside the EU, you must have proof of residency status and you will need to provide a copy for our records. If you have declared you are in receipt of benefits or low wage you will also need to provide us with evidence of this.

Please note whilst there is no limit to the number of free courses you can complete, you can only study one free course at a time.

In some instances fully funded applications are subject to postcode eligibility or prior attainment.

## **What's Next**

## Your Options

	Start Date	End Date	Course Level
<b>Principles of Customer Service (Part Time)</b>			
Online	01/08/24	31/07/25	2