Customer Service Professional qualification

Learning outcomes, assessment criteria and content guide

Learning outcomes On completion of this unit, the learner will:		Assessment criteria On completion of this unit, the learner can:	Guide to the module content
Module 1		None	Introductory information
Module 2	Understand basic customer service concepts.	1.1 Recognise basic customer service concepts and terms.	Meaning of customer service; customer satisfaction; customer expectations; service offer; added service value; moments of truth.
		1.2 Recognise how an organisation's reputation depends on the delivery of excellent customer service.	Customers' perceptions of service; links between service excellence, reputation and business success; concepts of basic/core, augmented and excellent service.
		1.3 Identify different methods of measuring customer service.	Customer feedback methods, measuring customer service, customer experience, benchmarking.
Module 3	Know how to build strong relationships with customers.	2.1 Distinguish between internal and external customers.	Concept of internal and external customers.
		2.2 Identify the benefits of building customer loyalty.	Customer relationships, customer loyalty.
		2.3 Identify the components of excellent customer service.	Components of excellent service.
Module 4	Understand the main differences in customer service in different types of organisation.	3.1 Explain how customer service varies in different types of organisation.	Different organisation types, such as profit, not-for-profit, public sector, monopoly; organisation type and its impact on service provision.
		3.2 Recognise how the service offer varies in different types of organisations.	How the organisation type impacts the typical service offer.

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Module 5	Know how to promote features and benefits to customers.	4.1 Distinguish between a product's features and benefits.	Distinguish between features and benefits.
		4.2 Match product features and benefits to customers' preferences.	Matching features and benefits to customers' preferences; product and service standards; service/customer charters; responding to diversity among customers.
		4.3 Promote products and services to customers effectively.	Selling and promoting products and services within customer service; unique selling points/propositions.
Module 6	Understand how to communicate effectively with customers.	5.1 Recognise the importance of effective communication in the delivery of customer service.	Importance of good communication; selecting from a range of communication methods.
		5.2 Appreciate how non-verbal communication and specific behaviours can help or hinder conversations with customers.	Body language; body image; active listening skills; assertive, submissive and aggressive behaviours; choosing the best behaviour type; elements of transactional analysis.
		5.3 Choose effective methods of using technology to assist communication with customers.	Communicating by telephone, email, letter, fax and websites; importance of social media for customers and organisations; how organisations manage social media.
Module 7	Know how to work effectively within a team delivering customer service.	6.1 Recognise the importance of team working in the delivery of customer service.	The need for and benefits of teamwork, principles of team working.
		6.2 Identify examples of working effectively in partnership with other organisations when delivering customer service.	Working with colleagues and other organisations such as suppliers and delivery partners.

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Module 8	Understand how systems and processes are used to improve customer service.	7.1 Recognise customer focused processes.	Effective systems for customers; benefits of customer service procedures; identifying and meeting customers' preferences; improving service through process change; service innovation.
		7.2 Identify benefits of product and service innovation.	Product and service innovation.
		7.3 Select effective methods of resolving customers' problems.	Processes for listening to customers; resolving problems effectively; handling difficult customers by staying positive; handling conflict; learning from mistakes.
		7.4 Identify uses of technology that help customers.	Using technology to help customers.
Module 9	Understand the importance of laws, regulations and codes of practice in customer service.	8.1 Identify typical legal constraints on service provision.	Typical legal, regulatory and advisory aspects of customer service.
		8.2 Recognise the impact of laws, regulations and codes of practice when working with customers.	Laws, regulations and how they impact service provision, finding out about laws and regulations that apply.
Module 10	Know how to review and improve personal skills and behaviours in customer service.	9.1 Identify skills and behaviours that enhance customer service.	Meanings of emotional intelligence and how it can help deliver service; submissive, assertive and aggressive behaviours and their impact on customer conversations.
		9.2 Recognise methods of planning personal and professional development activities that enhance customer service.	Personal attributes and their impact on service provisions; how personal attitude, health and emotional state affect the ability to deliver excellent customer service; self-actualisation; personal and professional development methods and tools.