

# Customer Service

Advanced Apprenticeship and Level 3 Diploma



**“The course is excellent. I can see how my staff have improved in quality and confidence when dealing with customers on the phone.”**

Debbie Crellin,  
HR Manager, Britannia

Your staff will be prepared to champion customer service improvement in your organisation to set you apart from the competition

## Factfile

### Aimed at:

Managers, team leaders and supervisors working in a customer service environment

### Length of Level 3 Qualification:

6 – 12 months

### Length of Advanced Apprenticeship:

12 months

### Location:

Greater Manchester, Warrington, Merseyside

### Funding:

Usually part or fully Government funded

### Employer commitment:

Study time/access for training and development

### For enrolment:

Freephone: 0800 389 5283

Email: [apprenticeships@mantralearning.co.uk](mailto:apprenticeships@mantralearning.co.uk)

## The programme

The Level 3 Diploma in Customer Service comprises QCF credit rated units developed by the Institute of Customer Service, the standards setting body for the customer service sector. This qualification is designed to develop customer service champions who will take the lead in raising standards across your business to delight customers and give you a competitive edge.

The Level 3 Diploma in Customer Service is a combined qualification that forms both the knowledge element and the competence element of the Advanced Apprenticeship.

## Employer benefits

- 74 % of employers state that customer service has improved across their business
- 82 % of employers state that team work has improved internally following a Mantra course
- 62 % of employers state that their business has grown and profits increase
- Access to a fully funded Health and Safety audit worth over £300, and a Business Improvement Needs Analysis (BINA)

## Outcomes

The programme encourages employees to develop business sense as well as boosting their confidence and developing their interpersonal and problem solving skills.

## Programme delivery

All Mantra Learning Training Advisors are industry professionals who are specialists in the area in which they teach.

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## Programme design

To achieve a Level 3 Diploma in Customer Service, learners must complete 55 credits. 40 of which must be at Level 3 or above:

- 31 credits from Mandatory Group A
- A minimum of 15 credits must be achieved from Group B
- The remaining 9 credits can be chosen from either Group B or Group C

## Mandatory units

Mandatory units	Credit	Level
Organise and deliver customer service	5	3
Understand the customer service environment	5	3
Resolve customers' problems	4	3
Principles of business	10	3
Understand customers and customer retention	4	3
Manage personal and professional development	3	3

## Optional units

Optional Group B	Credit	Level
Develop resources to support consistency of customer service delivery	5	3
Use service partnerships to deliver customer service	3	3
Resolve customers' complaints	4	3
Gather, analyse and interpret customer feedback	5	3
Monitor the quality of customer service interactions	5	3
Communicate verbally with customers	3	2
Communicate with customers in writing	3	2
Promote additional products and/ or services to customers	2	2
Exceed customer expectations	3	2
Deliver customer service to challenging customers	3	2
Develop customer relationships	3	2
Support customer service improvements	3	2
Support customers through real-time online customer service	3	2
Use social media to deliver customer service	3	2
Champion customer service	4	4
Build and maintain effective customer relations	6	4
Manage a customer service award programme	4	4
Manage the use of technology to improve customer service	4	4
Support customers using self-service equipment	3	2
Provide post-transaction customer service	5	2
Develop a social media strategy for customer service	5	4

Optional Group C	Credit	Level
Negotiate in a business environment	4	3
Promote equality, diversity and inclusion in the workplace	3	3
Manage team performance	4	3
Manage individuals' performance	4	3
Collaborate with other departments	3	3
Negotiating, handling objections and closing sales	4	3
Obtaining and analysing sales-related information	4	3
Buyer behaviour in sales situation	3	3
Manage incidents referred to a contact centre	6	3

Optional Group C (Continued)	Credit	Level
Lead direct sales activities in a contact centre team	4	3
Manage diary systems	2	2
Contribute to the organisation of an event	3	2
Provide reception services	3	2
Buddy a colleague to develop their skills	3	2
Employee Rights and Responsibilities	2	2
Processing sales orders	2	2
Bespoke software	4	3

## Additional Apprenticeship units

Functional skills at level 2 in English and mathematics
Employment rights and responsibilities workbook
Personal learning and thinking skills

## Assessment

The Mantra Learning Advisor will use a range of assessment methods including observation, question and answer, video, professional discussion and written reports.

## Opportunities for further development

Learners can progress to:

- Advanced Apprenticeship Management Level 3

**For further information and  
to increase the value of your staff:  
FREEPHONE**

**0800 389 5283**

**www.mantralearning.co.uk**

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