

Automotive Customer Service

Intermediate Apprenticeship and Level 2 Certificate



“automotive quote required.”

by..

Designed especially for staff working in the retail automotive industry this will equip them to deliver better customer service

Factfile

Aimed at:

Sales, after-sales, service & parts advisors and body-shop specialists. Also technicians who want to complement their technical skills or change roles

Length of Level 2 Qualification:

9 – 12 months

Length of Intermediate Apprenticeship:

12 – 18 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

The programme

The Level 2 Certificate comprises QCF credit rated units developed by the Institute of Customer Service, the standards setting body for the customer service sector. This qualification gives your staff an appreciation of the importance of delivering good customer service and a set of skills that will make a real difference to your business.

The Level 2 Certificate in Customer Service forms the competence element of the Intermediate Apprenticeship. The technical certificate has been designed by IMI Awards.

Employer benefits

- 74 % of employers state that customer service has improved as a result of Mantra Learning
- 67 % of employers have experienced an improvement in productivity and growth
- 79 % of employers have reduced staff turnover and lower absenteeism following Mantra courses
- Access to a fully funded Health and Safety audit worth over £300, and a Business Improvement Needs Analysis (BINA)

Outcomes

The programme ensures staff understand the relationship between customer service and business success. The Customer Service Intermediate Apprenticeship also equips staff with the key skills to drive your business forward.

Programme delivery

All Mantra Learning Training Advisors are industry professionals who are specialists in the area in which they teach and are members of the Institute for Learning.

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Programme design

Learners must achieve all 8 credits from the 2 mandatory units and 20 credits by completing a minimum of one unit from each of the four option groups; at least 11 must be at Level 2. A minimum of 28 credits are required overall.

Mandatory units - competency certificate

Mandatory units (Customer Service Foundations)	Credit	Level
Communicate using customer service language	4	1
Follow the rules to deliver customer service	4	2

Optional units - competency certificate

Option Group A (Impression and Image)	Credit	Level
Maintain a positive and customer-friendly attitude	5	1
Adapt your behaviour to give a good customer service impression	5	1
Communicate effectively with customers	5	2
Give customers a positive impression of yourself and your organisation	5	2
Promote additional services or products to customers	6	2
Process information about customers	5	2
Live up to the customer service promise	6	2
Make customer service personal	6	2
Go the extra mile in customer service	6	2
Deal with customers face to face	5	2
Deal with incoming telephone calls from customers	5	2
Make telephone calls to customers	6	2
Deal with customers in writing or electronically	6	3
Use customer service as a competitive tool	8	3
Organise the promotion of additional services or products to customers	7	3
Build a customer service knowledge set	7	3

Option Group B (Delivery)	Credit	Level
Do your job in a customer friendly way	5	1
Deliver reliable customer service	5	2
Deliver customer service on your customer's premises	5	2
Recognise diversity when delivering customer service	5	2
Deal with customers across a language divide	8	2
Use questioning techniques when delivering customer service	4	2
Deal with customers using bespoke software	5	2
Maintain customer service through effective handover	4	2
Deliver customer service using service partnerships	6	3
Organise the delivery of reliable customer service	6	3
Improve the customer relationship	7	3

Optional Group C (Handling Problems)	Credit	Level
Recognise and deal with customer queries, requests and problems	5	1
Take details of customer service problems	4	1
Resolve customer service problems	6	2
Deliver customer service to difficult customers	6	2
Monitor and solve customer service problems	6	3
Apply risk assessment to customer service	10	3
Process customer service complaints	6	3

Option Group D (Development and Improvement)	Credit	Level
Develop customer relationships	6	2
Support customer service improvements	5	2
Develop personal performance through delivering customer service	6	2
Support customers using on-line customer services	5	2
Buddy a colleague to develop their customer service skills	5	2
Develop your own customer service skills through self-study	6	2
Support customers using self-service technology	5	2
Work with others to improve customer service	8	3
Promote continuous improvements	7	3
Develop your own and others' customer service skills	8	3
Lead a team to improve customer service	7	3
Gather, analyse and interpret customer feedback	10	3
Monitor the quality of customer service transactions	7	3

Apprenticeship units - technical certificate

Mandatory units (automotive industry focus) - 17 credits must be achieved	Credit
Demonstrate a clear understanding of customer service	4
Understand how to communicate effectively with customers	4
Understand how to deliver reliable customer service	2
Understand how to use dealer management systems	2
Understand how to recognise and deal with queries, requests and problems	2
Understand how to develop customer service relationships	3

Additional Apprenticeship units

Key skills at level 1 - literacy and application of number
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. Their visits usually take place once a month with progress assessed and reviewed every three months or sooner if necessary. We also arrange an Employer Review every six months to measure the impact on your business.

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

0800 389 5283

www.mantralearning.co.uk

“82% Success Rate”



ENABLING PEOPLE TO TRANSFORM BUSINESS