

LEVEL 3 NVQ DIPLOMA IN CUSTOMER SERVICE

Aim

The City and Guilds Level 3 NVQ Diploma in Customer Service qualification aims to provide opportunities to demonstrate understanding of customer service as a competitive tool and to be proactive in finding solutions both within and externally to their organisation. Candidates are likely to have significant responsibility for the delivery of both internal and external customer service within their team or organisation. Candidates will demonstrate their ability to analyse and respond to customers on a strategic level, suggesting improvements and leading in their implementation, using software solutions as appropriate.

Structure

To achieve the full qualification, learners must attain a minimum of 42 credits in total. This comprises of:

- A minimum of 22 credits must be at Level 3
- The learner must achieve 12 credits from the mandatory units
- A further 30 credits must be achieved by completing a minimum of one unit from each optional group

Level	Unit Title	Credit Value
Mandatory Units – Customer Service Foundations		
3	301 – Demonstrate understanding of customer service	6
3	302 – Demonstrate understanding of the rules that impact on improvements in customer service	6
Optional Units – Impression and Image		
2	202 – Communicate effectively with customers	5
2	203 – Give customers a positive impression of yourself and your organisation	5
2	204 – Promote additional services or products to customers	6
2	205 – Process information about customers	5
2	206 – Live up to the customer service promise	6
2	207 – Make customer service personal	6
2	208 – Go the extra mile in customer service	6
2	209 – Deal with customers face to face	5
2	210 – Deal with incoming telephone calls from customers	5
2	211 – Make telephone calls to customers	6
3	303 – Deal with customers in writing or electronically	6
3	304 – Use customer service as a competitive tool	8
3	305 – Organise the promotion of additional services or products to customers	7
3	306 – Build a customer service knowledge set	7
4	403 – Champion customer service	10
4	404 – Make customer service environmentally friendly and sustainable	11
Optional Units – Delivery		
2	212 – Deliver reliable customer service	5
2	213 – Deliver customer service on your customer's premises	5
2	214 – Recognise diversity when delivering customer service	5
2	215 – Deal with customers across a language divide	8
2	216 – Use questioning techniques when delivering customer service	4
2	217 – Deal with customers using bespoke software	5
2	218 – Maintain customer service through effective hand over	4
3	307 – Deliver customer service using service partnerships	6
3	308 – Organise the delivery of reliable customer service	6
3	309 – Improve the customer relationship	7
4	405 – Maintain and develop a healthy and safe customer service environment	8
4	406 – Plan, organise and control customer service operations	10
4	407 – Review the quality of customer service	8
4	408 – Build and maintain effective customer relations	8
4	409 – Deliver seamless customer service with a team	8
Optional Units – Handling Problems		
2	219 – Resolve customer service problems	6
2	220 – Deliver customer service to difficult customers	6
3	310 – Monitor and solve customer service problems	6
3	311 – Apply risk assessment to customer service	10
3	312 – Process customer service complaints	6
4	410 – Handle referred customer complaints	10

Optional Units – Development and Improvement

2	221 – Develop customer relationships	6
2	222 – Support customer service improvements	5
2	223 – Develop personal performance through delivering customer service	6
2	224 – Support customers using on-line customer services	5
2	225 – Buddy a colleague to develop their customer service skills	5
2	226 – Develop your own customer service skills through self-study	6
2	227 – Support customers using self-service technology	5
3	313 – Work with others to improve customer service	8
3	314 – Promote continuous improvement	7
3	315 – Develop your own and others' customer service skills	8
3	316 – Lead a team to improve customer service	7
3	317 – Gather, analyse and interpret customer feedback	10
3	318 – Monitor the quality of customer service transactions	7
4	411 – Implement quality improvements to customer service	10
4	412 – Plan and organise the development of customer service staff	9
4	413 – Develop a customer service strategy for a part of an organisation	11
4	414 – Manage a customer service award programme	7
4	415 – Apply technology or other resources to improve customer service	11
4	416 – Review and re-engineer customer service processes	11
4	417 – Manage customer service performance	7

Entry Requirements

There are no formal educational requirements for the NVQ Customer Service Level 3 qualification, but all staff undertaking the qualification should have the opportunity and experience of dealing with internal or external customers on a regular basis.