

BTEC Award in Customer Service (L3)

90 Guided Learning Hours (3 x 30 GLH units)

Unit	Learning Outcomes	e-learning content - learning topic format
UNIT 1: Principles of Customer Service	<ol style="list-style-type: none"> 1. Investigate customer service in relation to different types of customer and organisation 2. Examine the importance of exceeding customer expectations 3. Recommend improvements to customer services provision 	<p>Module 1: Servicing the Customer Topic 1 - What is Customer Service? Topic 2 - Building Customer Relationships Topic 3 - Our Customers Topic 4 - Dealing with Angry Customers</p> <p>Module 2: Roles and Organisations Topic 1 - Customer Service Roles Topic 2 - Customer Service Organisations</p> <p>Module 3 - Improvements to Customer Service Topic 1 - Identifying improvements Topic 2 - Implications of improvements Topic 3 - Customer Profiles</p>
UNIT 2: Delivering, Monitoring and Improving Customer Service	<ol style="list-style-type: none"> 1. Demonstrate effective communication and interpersonal skills 2. Use a range of skills to provide customer service to satisfy the needs and expectations of different customers 3. Monitor and Evaluate the quality of customer service within own area of responsibility 	<p>Module 1 - Communication and Interpersonal Skills Topic 1 - Active Listening Topic 2 - Body Language Topic 3 - Questioning Skills Topic 4 - Projecting your image Topic 5 - Methods of communication</p> <p>Module 2 - Providing Exceptional Customer Service Topic 1 - Complaints Topic 2 - Handling complaints Topic 3 - Exceeding customer needs and expectations Topic 4 - Supporting your team to provide exceptional Customer Service</p> <p>Module 3 - Measuring Customer Satisfaction Topic 1 - Why Monitor Topic 2 - Monitoring Methods Topic 3 - Measurement and evaluation</p>

Unit	Learning Outcomes	e-learning content - learning topic format
UNIT 3: Delivering Service Administration	<ol style="list-style-type: none"> <li data-bbox="667 215 1317 268">1. Investigate the effect of legislation and regulations on customer service <li data-bbox="667 352 1317 405">2. Explain the requirements for a safe and secure working environment <li data-bbox="667 464 1317 517">3. Consider how codes of practise contribute to excellent customer service 	<p data-bbox="1346 215 2033 325">Module 1 - Legislation and Regulations Topic 1 - Customer Service Legislation Topic 2 - Equal Opportunities Topic 3 - Legislation requirements for the working environment</p> <p data-bbox="1346 352 1715 405">Module 2 - Working Environment Topic 1 - Safety at Work</p> <p data-bbox="1346 464 1671 517">Module 3 - Codes of Practice Topic 1 - Codes of Practice</p>

For full Specification, Tutor Support Materials and Scenario-Based Assessment Guidance for Centres please visit main Edexcel website www.edexcel.org.uk