

Customer Service

Qualification Structure for Level 3 Diploma in Customer Service – 5530 - 03

To achieve a Level 3 Diploma in Customer Service, learners must complete a minimum of 55 credits:

- 31 credits from Group A Mandatory Units
- A minimum of 15 credits from Group B Optional Units
- A maximum of 9 credits from Group C Optional Units

A minimum of 40 credits must be achieved through the completion of units at Level 3 or above

Diploma in Customer Service Level 3 (QCF)

Mandatory Group A

Unit Number	Unit Title	QCF Level	Credit Value
304	Organise and deliver customer service	3	5
305	Understand the customer service environment	3	5
306	Understand customers and customer retention	3	4
307	Principles of business	3	10
308	Manage personal and professional development	3	3
323	Resolve customers problems	3	4

Optional Group B

Unit Number	Unit Title	QCF Level	Credit Value
206	Communicate verbally with customers	2	3
207	Communicate with customers in writing	2	3
210	Promote additional products and/or or services to customers	2	2
212	Exceed customer expectations	2	3
213	Deliver customer service whilst working on customer's premises	2	4
216	Deliver customer service to challenging customers	2	3
217	Develop customer relationships	2	3
218	Support customer service improvements	2	3
219	Support customer service through real-time online customer service	2	3
220	Support customer service using self service equipment	2	3
221	Use social media to deliver customer service	2	3
222	Provide post-transaction customer service	2	5
302	Gather, analyse and interpret customer feedback	3	5
309	Develop resources to support consistency of customer service delivery	3	5
310	Use service partnerships to deliver customer service	3	3
311	Resolve customers complaints	3	4
312	Monitor the quality of customer service interactions	3	5
402	Champion customer service	4	4
404	Build and maintain effective customer service relations	4	6
406	Manage a customer service award programme	4	4
407	Manage the use of technology to improve customer service	4	4
408	Develop a social media strategy for customer service	4	5

Location	Title	Responsibility	Date Created	Version/updated	Review Date
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Optional Group C			
Unit Number	Unit Title	QCF Level	QCF Value
224	Manage diary systems	2	2
225	Provide reception duties	2	3
226	Contribute to the organisation of an event	2	3
227	Buddy a colleague to develop their skills	2	3
228	Employee rights and responsibilities	2	2
231	Processing sales orders	2	2
303	Negotiate in a business environment	3	4
313	Promote equality and diversity in the workplace	3	3
314	Manage team performance	3	4
315	Manage individuals performance	3	4
316	Collaborate with other departments	3	3
317	Negotiating, handling objections and closing sales	3	4
318	Obtaining and analysing sales-related information	3	4
319	Buyer behaviours in sales situations	3	3
320	Manage incidents referred to a contact centre	3	6
321	Lead direct sales activities in a contact centre	3	6
322	Bespoke software	3	4

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