

City & Guilds Level 2 Diploma for Customer Service Practitioners

Qualification Reference: 603/2394/2

Course Offer

The role of a customer service practitioner is to deliver high quality products and services to the customers of your organisation. Your core responsibility will be to provide high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customers' own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet and greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organization type.

Your actions will influence the customer experience and their satisfaction with your organization. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; fact to face, telephone, post, email, text and social media.

- The course is available through electronic learning.
- The average course is approximately 12 months: however, your own length of learning will be individually agreed.
- The maximum number of workplace visits will be one visit per calendar month.
- There will be an individually agreed programme of on and off-the-job learning.

Achievement

To achieve the full qualification, you must achieve all mandatory units plus one option from the list below:

| MANDATORY UNITS | |
|------------------------|--|
| 201 | Developing self to achieve targets and goals |
| 202 | Recognition of regulations and legislation within own organisation |
| 203 | Principles of business |
| 204 | Contribute to a customer focused experience |
| 205 | Provide customer service |
| 206 | Manage customer expectations |

| OPTIONAL UNITS | |
|-----------------------|--|
| 207 | Working in a sales environment |
| 208 | Working in an administrative environment |
| 209 | Working in a contact centre environment |
| 210 | Customer service principles |
| 211 | Working in a retail environment |
| 212 | Social media in a work environment |
| 213 | Fundamentals of marketing |

Summary of assessment methods, you must:

- Have a completed portfolio of evidence for each mandatory unit (201 – 206)
and
- Successfully completed one online multiple-choice test for optional unit 210 or a portfolio of evidence for one unit from 207 - 209 or 211 – 213.