



Level 3 Certificate in Principles of Customer Service

Online content and assessments make it easy for your learners to study anywhere, anytime.

This qualification allows your learners to understand key concepts underpinning customer service, including conflict resolution techniques and how customer service impacts an organisation. They will learn about business markets, financial management, marketing and the legal requirements of businesses.

Upon completion of this course, your learners could progress on to further customer service training. Online and paper-based content make it easy for your learners to study any way they choose.

Key Information

Cost	From: €460 Now: €160
Course Length	235 hours
Awarding Body	NCFE
Learning Method(s)	Online learning materials with online assessment

Course Outline

Unit 1: Understand the customer service environment

In this unit, your learners will gain a fundamental understanding of the concepts and practices that underpin customer service delivery. They will learn how customer service is used as a competitive tool, the importance of branding and customer perception and the impact of good and bad customer service.

Unit 2: Principles of business

This unit will develop your learners' knowledge of business markets, innovation and growth, financial management and the principles of marketing. Learners will discover and understand the legal obligations of businesses, key financial terminology and the relationship between sales and marketing.

Unit 3: Understand how to resolve customers' problems and complaints

Within this unit, your learners will increase knowledge of different techniques and organisational procedures for dealing with customer problems and complaints. Learners will develop their understanding of negotiating techniques, enabling them to successfully resolve issues, and discover how these impact upon customer loyalty and enhance business performance.

Unit 4: Understand customers and customer retention

This unit will establish your learners' understanding of the concept of the 'customer experience'. Learners will explore the benefits of customer retention and customer loyalty, as well as developing their knowledge of how to measure and analyse performance data.

Unit 5: Understand how to monitor customer service interactions and feedback

This unit will equip your learners with the techniques needed to monitor the quality of customer interactions. Learners will be able to use and identify techniques used to gather required information and provide feedback on performance to colleagues and develop an understanding of how to gather and analyse customer feedback in order to recommend improvements to customer service.

Unit 6: Understand how knowledge resources and service partnerships are used to support customer service delivery

Throughout this unit, your learners will gain a comprehensive understanding of a customer service knowledge base, enabling them to identify the content requirements of resource materials. Learners will also understand how to work effectively in a service chain by building positive relationships with customer service partnerships.

Unit 7: Understand equality, diversity and inclusion in the workplace

This unit will increase your learners' understanding of equality, diversity and inclusion in both personal and organisational situations, including updating their knowledge of current legislation. They will learn how to portray positive behaviour which supports equality, diversity and inclusion in the workplace.

More Information

Click [here](#) to watch the online demo.

Please note that your access will be valid for 90 days.

To register

Please click [here](#) and complete the online registration form.

Or

Return to the [website](#).