

**all you need
to know.**

Qualification Specification

NCFE Level 3 Diploma in Customer
Service (601/3974/2)

Aims and objectives of this qualification

This qualification gives learners the opportunity to develop the skills and knowledge needed to deliver customer service in a range of industries and contexts. Learners will understand what drives customer behaviour and what creates customer retention. Learners are also given the opportunity to explore excellence within customer service, dealing with more challenging scenarios such as complaints and stakeholder engagement.

The objective of this qualification is to accredit and develop learners' skills and knowledge so that they can operate in a wide range of customer service environments

Progression opportunities

Learners who achieve this qualification could progress to:

- NCFE Level 3 Diploma in Management
- NCFE Level 3 Diploma in Business Administration
- NCFE Level 4 NVQ Diploma in Customer Service
- NCFE Level 4 NVQ Diploma in Business Administration

It may also be useful to learners studying qualifications in the following sector(s):

- Retail
- Hospitality and Catering
- Leisure, Travel and Tourism.

Achieving this qualification

To be awarded the NCFE Level 3 Diploma in Customer Service, learners must achieve a minimum of **55 credits**:

- a total of **31** credits from Group A
- a minimum of **15** credits from Group B
- a maximum of 9 credits can come from Group C

A minimum of 40 credits must be achieved at level 3 or above.

Group A mandatory units

- Unit 01 Organise and deliver customer service (5 credits)
- Unit 02 Understand the customer service environment (5 credits)
- Unit 03 Resolve customers' problems (4 credits)
- Unit 04 Principles of business (10 credits)
- Unit 05 Manage personal and professional development (3 credits)
- Unit 06 Understand customers and customer retention (4 credits)

Group B optional units

- Unit 07 Develop resources to support consistency of customer service delivery (5 credits)
- Unit 08 Use service partnerships to deliver customer service (3 credits)
- Unit 09 Resolve customers' complaints (4 credits)
- Unit 10 Gather, analyse and interpret customer feedback (5 credits)
- Unit 11 Monitor the quality of customer service interactions (5 credits)
- Unit 12 Communicate verbally with customers (3 credits)
- Unit 13 Communicate with customers in writing (3 credits)
- Unit 14 Promote additional products and/or services to customers (2 credits)
- Unit 15 Exceed customer expectations (3 credits)
- Unit 16 Deliver customer service whilst working on customers' premises (4 credits)
- Unit 17 Deliver customer service to challenging customers (3 credits)
- Unit 18 Develop customer relationships (3 credits)
- Unit 19 Support customer service improvements (3 credits)

- Unit 20 Support customers through real-time online customer service (3 credits)
- Unit 21 Use social media to deliver customer service (3 credits)
- Unit 22 Champion customer service (4 credits)
- Unit 23 Build and maintain effective customer relations (6 credits)
- Unit 24 Manage a customer service award programme (4 credits)
- Unit 25 Manage the use of technology to improve customer service (4 credits)
- Unit 26 Develop a social media strategy for customer service (5 credits)
- Unit 27 Support customers using self-service equipment (3 credits)
- Unit 28 Provide post-transaction customer service (5 credits)

Group C optional units

- Unit 29 Negotiate in a business environment (4 credits)
- Unit 30 Promote equality, diversity and inclusion in the workplace (3 credits)
- Unit 31 Manage team performance (4 credits)
- Unit 32 Manage individuals' performance (4 credits)
- Unit 33 Collaborate with other departments (3 credits)
- Unit 34 Negotiating, handling objections and closing sales (4 credits)
- Unit 35 Obtaining and analysing sales-related information (4 credits)
- Unit 36 Buyer behaviour in sales situations (3 credits)
- Unit 37 Manage incidents referred to a contact centre (6 credits)
- Unit 38 Lead direct sales activities in a contact centre team (4 credits)
- Unit 39 Manage diary systems (2 credits)
- Unit 40 Contribute to the organisation of an event (3 credits)
- Unit 41 Provide reception services (3 credits)
- Unit 42 Buddy a colleague to develop their skills (3 credits)
- Unit 43 Employee rights and responsibilities (2 credits)
- Unit 44 Processing sales orders (2 credits)
- Unit 45 Bespoke Software (4 credits)

To achieve the NCFE Level 3 Diploma in Customer Service, learners must successfully demonstrate their achievement of all learning outcomes and assessment criteria of the units as detailed in this qualification specification.

Grades are not awarded.