

CUSTOMER SERVICE NATIONAL STANDARDS LEVEL THREE

6 UNITS in total - 5 MANDATORY AND 1 OPTIONAL UNIT

MANDATORY UNITS

UNIT 1 - MANDATORY UNIT	1.1 Plan and organise the delivery of reliable customer service
Organise, deliver and maintain reliable customer service	1.2 Review and maintain customer service delivery
	1.3 Use recording systems to maintain reliable customer service
UNIT 2 - MANDATORY UNIT	2.1 Improve Communications with your customers
Improve the customer relationship	2.2 Balance the needs of your customer and your organisation
	2.3 Exceed customer expectations to develop the relationship
UNIT 3 - MANDATORY UNIT	3.1 Work with others to follow plans for improving customer service
Work with others to improve customer service	3.2 Monitor your own performance against plans to improve customer service
	3.3 Monitor joint performance against plans to improve customer service
UNIT 4 - MANDATORY UNIT	4.1 Solve immediate customer service problems
Monitor and solve customer problems	4.2 Identify repeated customer service problems and options for solving them
	4.3 Take action to avoid the repetition of customer service problems
UNIT 5 - MANDATORY UNIT	5.1 Plan improvements in customer service based on customer feedback
Promote continuous improvement	5.2 Implement changes in customer service
	5.3 Review changes that promote continuous improvement

OPTIONAL UNITS - Choose 1 unit

UNIT 6 - OPTIONAL UNIT	6.1	Develop your own customer service skills
Develop your own and others' customer service skills	6.2	Plan the coaching of others in customer service
	6.3	Coach others in customer service
UNIT 7 - OPTIONAL UNIT	7.1	Offer additional products or services
Organise and promote products or services to customers	7.2	Organise customer support to promote use of additional products or services
	7.3	Monitor the promotion of additional services
UNIT 8 - OPTIONAL UNIT	8.1	Plan and organise the work of teams and individuals
Lead the work of teams and individuals to improve customer service	8.2	Provide support for team members and individuals
	8.3	Review performance of team members and individuals

CUSTOMER SERVICE NATIONAL STANDARDS LEVEL FOUR
7 UNITS - 3 MANDATORY and 4 out of 12 OPTIONAL UNITS

MANDATORY UNITS

UNIT 1 - MANDATORY UNIT Build and maintain effective customer relations	1.1	Establish effective customer relations
	1.2	Maintain and develop effective customer relations
UNIT 2 - MANDATORY UNIT Promote and support customer service	2.1	Promote the importance and benefits of customer service
	2.2	Provide advice and information on customer service issues
UNIT 3 - MANDATORY UNIT Work as a member of a team to enhance customer service	3.1	Build effective working relationships with members of your organisation
	3.2	Build effective working relationships with service partners

OPTIONAL UNITS

UNIT 4 - OPTIONAL UNIT Contribute to the development of customer service staff	4.1	help to identify customer service training and development needs
	4.2	Help to design customer service training and development
	4.3	Contribute to customer service training and development
	4.4	Evaluate the impact of customer service training and development

OPTIONAL UNITS Continued

UNIT 5 - OPTIONAL UNIT Evaluate the quality of customer service	5.1 Plan how to measure customer service
	5.2 Collect and analyse information on customer service
	5.3 Report on the quality of customer service
UNIT 6 - OPTIONAL UNIT Contribute to developing a customer service strategy for a specific area	6.1 Research and evaluate your organisation's business strategy
	6.2 Help to identify customer service needs and expectations
	6.3 Help to identify current and future best practice in customer service
	6.4 Identify and recommend the key features of a customer service strategy
UNIT 7 - OPTIONAL UNIT Contribute to designing quality improvements to customer service	7.1 Help to develop enhanced standards and specifications for customer service
	7.2 Help to design improvements to customer service
UNIT 8 - OPTIONAL UNIT Contribute to implementing quality improvements in customer service	8.1 Plan the introduction of customer service improvements
	8.2 Manage the introduction of customer service improvements
	8.3 Evaluate the customer service improvements

OPTIONAL UNITS Continued

UNIT 9 - OPTIONAL UNIT Plan organise and control customer service operations	9.1	Plan customer service operations
	9.2	Implement plans for customer service operations
	9.3	Ensure customer service operations meet requirements
	9.4	Deal with problems relating to customer service operations
UNIT 10 - OPTIONAL UNIT Lead and improve the work of customer service staff	10.1	Lead the work of customer service staff
	10.2	improve the work of customer service staff in the workplace
UNIT 11 - OPTIONAL UNIT Handle referred customer service complaints	11.1	Investigate referred customer service complaints
	11.2	Take action to deal with referred customer service complaints
	11.3	Identify consistently referred customer service complaints and recommend changes to policies and procedures
UNIT 12 - OPTIONAL UNIT Maintain and develop an healthy and safe customer service environment	12.1	Assess the customer service environment for factors that affect health, safety and effectiveness
	12.2	Minimise risks to health and safety
	12.3	Maintain an effective working environment

OPTIONAL UNITS Continued

UNIT 13 - OPTIONAL UNIT Develop your own resources (MCI Unit C2)	13.1 Develop yourself to improve your performance
	13.2 Manage your own time and resources to achieve your objectives
UNIT 14 - OPTIONAL UNIT Manage the use of physical resources (MCI Unit B2)	14.1 Plan for the use of resources
	14.2 Obtain physical resources
	14.3 Ensure the availability of supplies
	14.4 Monitor the use of physical resources
UNIT 15 - OPTIONAL UNIT Manage the operation of telecommunications facilities for call handling activities (e-skills NTO Unit)	15.1 Monitor and control the operation of telecommunications facilities
	15.2 Identify problems relating to the operation of telecommunications facilities
	15.3 Determine solutions to operational problems
	15.4 Implement solutions to operational problems

Our Approach to National Vocational Qualifications

Cullen Scholefield has considerable expertise in the development and implementation of NVOs. We were the first organisation to be approved by the CIPD to offer the Management, Personnel and Training NVOs from Level 3 to Level 5. We supported over 60 Level 5 candidates during last year on a national basis.

i *Self Assessment*

In a relaxed and informal atmosphere, candidates are encouraged to examine the content of the qualifications in depth, to loosely identify how their every day work patterns relate to key areas of the qualification and to start to consider where they might draw evidence of competence.

The main emphasis is to meet your needs!

i *Effective production of evidence*

A holistic approach towards the collection of evidence is highly recommended. As a 'live' incident is likely to demonstrate competence against more than one area of the qualification, the adoption of a holistic approach ensures that evidence collection does not become unnecessarily contorted, cumbersome and time consuming. We also encourage the use of audio tapes to record guided discussions and to demonstrate the candidate's knowledge. We are stringent and creative in our approach to evidence collection.

We do not expect our candidates to code their evidence.

i *Meetings*

Formal action planning allows identification of a pathway through the qualification.

Our meetings with candidates provide support to gain the qualification and we often act as sounding boards for issues facing them.

i *Telephone and eMail support*

Progress is monitored at regular intervals during the programme and candidates have easy access to our tutors by telephone, fax or email. We guarantee a 24 working hours response.

Our candidates are so often impressed with their adviser that they retain our services as a mentor after the qualification is finished.