

Pearson BTEC Level 3 Diploma in Customer Service (QCF)
Qualification Number: 601/3478/1

What is the purpose of this qualification?

The Pearson BTEC Level 3 Diploma in Customer Service (QCF) has been designed for learners' to demonstrate a practiced set of skills when carrying out customer service operations including managing performance improvements in service delivery, customer satisfaction, customer loyalty and reliability. It develops learners' knowledge and understanding of the principles that underpin working in a customer service environment including understanding customer retention and the principles of business.

Achievement of the qualification confirms occupational competence for the potential job roles listed below at this level.

What does this qualification cover?

This qualification is based on the National Occupational Standards for the Customer Service Sector as defined by Skills CFA, the Sector Skills Body. The qualification is accredited on the Qualifications and Credit Framework.

Learners will complete mandatory units in organising and delivering customer service, resolving customers' problems, managing personal and professional development, understanding the customer service environment, principles of business and understanding customers and customer retention. Learners will then choose from a range of more specialised customer service and sector contextualised units that align to the duties of their role including gather, analyse and interpret customer feedback, monitor the quality of customer service interactions, use service partnerships to deliver customer service, negotiating in a business environment, managing team and individuals' performance and collaborating with other departments.

Who could take this qualification?

This qualification is for all learners aged 16-18 and 19+ who are capable of reaching the required standards. Learners do not need any prior qualifications, knowledge or experience before starting the qualification however it is likely that they will be seeking work within the customer service sector, or they may already be employed in a cross-sector role or function that involves responsibility for defined service related activities within an area of responsibility.

What could this qualification lead to?

Learners could progress on to a Level 4 qualification in customer service which is designed for learners' to demonstrate a practiced and complex set of skills including leading and managing a range of defined customer service operations. Alternatively learners could choose to progress on to management qualifications at Level 3 which are designed to ensure that the learner's management and leadership skills support productivity and efficiency of the workforce. Qualifications include the following:

- Pearson Edexcel Level 4 NVQ Diploma in Customer Service (QCF)
- Pearson BTEC Level 3 Certificate in Principles of Management (QCF)
- Pearson BTEC Level 3 Diploma in Management (QCF)

Potential job roles for those working towards this qualification are:

Customer Service Supervisor/Team Leader
Call Centre Advisor
Events Co-ordinator

Customer Relationship Manager
Customer Service Manager
Client Services Officer

Who supports this qualification?

This qualification is highly valued by a variety of employers in the Service Related Sector including those within the Telecommunications, Public Services/Sector, Contact Centre Operations, Voluntary Sector and Community and Social Enterprise industry.