

Pearson BTEC Level 3 Certificate in Principles of Customer Service 601/5399/4

What is the purpose of this qualification?

The Pearson BTEC Level 3 Certificate in Principles of Customer Service is designed to provide learners with specialised occupational knowledge that is required by employers to work within a customer service environment and role.

Achievement of this qualification prepares the individual to enter the customer service sector in the potential job roles listed below at this level, including cross-sector service related roles at a level that involves the responsibility and autonomy for managing a range of customer service operations.

What does this qualification cover?

This qualification is based on the most up to date National Occupational Standards (2013) for the Customer Service Sector as defined by Skills CFA, the Sector Skills Body.

Learners will complete three mandatory units in Principles of Customer Service Delivery, Understanding How to Improve Customer Service and Understanding Personal and Professional Development. Learners will then choose from a range of optional units that align to the duties of their customer service role or aspiring role such as Complaint Handling and Negotiation, Customer Relationship Management, Team Leading in Customer Service, Social Media in Customer Service Delivery and Principles of Direct Selling.

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 they may be seeking work within the customer service sector, or they may already be employed in a cross-sector service related role.

It is also appropriate for up-skilling those individuals who are employed within a role that is predominately associate professional or technician based, but involves responsibility for defined service related activities within an operational area of responsibility. It allows the learner to gain the right level of occupational knowledge in customer service that appropriately complements a larger sector, industry specific or professional qualification and learning programme.

What could this qualification lead to?

Learners could progress on to a Pearson BTEC Level 3 Diploma in Customer Service that demonstrates occupational competency for the potential job roles listed below at this level, including an advanced apprenticeship in customer service. Learners could also progress to a Level 4 qualification in Customer Service that is designed to provide learners with the opportunity to demonstrate occupational competence in a range of business settings including managing performance improvements in service delivery, managing customer satisfaction, loyalty and managing customer service reliability.

Alternative progression routes are Level 3 Management qualifications which are designed to ensure that management and leadership skills support productivity and efficiency of the workforce, including an advanced apprenticeship in management.

Qualifications include:

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

Potential job roles for those working towards this qualification are:

Customer Service Supervisor
Call Centre Advisor
Events Co-ordinator

Customer Relationship Manager
Team Leader
Client Services Officer

Who supports this qualification?

This qualification is supported by the Sector Skills Body for Customer Service, Skills CFA, and is highly valued by a variety of employers in the Service Delivery Sector including those within Telecommunications Industry.