



CUSTOMER 1ST
INTERNATIONAL

- **Web-based e-learning with Online Tutor support**
- **Matches National Occupational Standards (Level 3)**
- **Accredited programme leading to EDI/ASET Certificate**

Award for Customer Service Managers

The most successful organisations acknowledge the key importance of excellent customer service. Managers and Team Leaders, equipped with the right skills and understanding, can implement a culture of excellent customer service in an organisation, making a real difference for the business.



The Award for Customer Service Managers (based on the book, The Best Practice Guide for Customer Service Managers) is an online qualification for Team Leaders and Managers who have significant responsibility for customer service.

The Award for Customer Service Managers is written and delivered by the UK customer service learning specialist, Customer 1st International. The course provides the underpinning knowledge for the UK's Level 3 National Occupational Standards, and is accredited by the Awarding Body EDI/ASET – so you can be sure that it is of consistently high quality.

Comments from participants:

"I felt the course had a very good structure, it was well laid - out and easy to follow. This is the first time I have studied online and it was much easier to navigate than I had originally anticipated."

"Our tutor was great! She added some excellent comments to get the discussions going and make the participants think on different levels. Thank you!"

"Concise, accurate information. Thought-provoking ideas and useful activities."

"Much more interactive than any previous customer service course I've completed. The tutor focused on specific comments made in my contributions and asked thought provoking questions. The interactions with others were very timely and discussed real issues."

Key Features

- **Online programme with proactive tutor support**
- **Easy to access by password entry to website**
- **Practical, team-based activities and self assessments**
- **Cost-efficient learning at times and locations to suit busy managers**

Benefits for Businesses

- Managers build a customer-focused culture in their teams
- Team Leaders implement the customer service strategy
- Increase customer loyalty and employee retention
- Interactive, learner-friendly and motivational
- Reduce training and development costs
- Spread consistent messages – with global reach

Work-based activities encourage managers and team leaders to identify new ways of satisfying customers and motivating their teams. Its match to the National Occupational Standards makes it just right for businesses that want to ensure their service is as good as, or better than others in the sector.

Because the Award sits in a web-based Virtual Learning Environment there are no worries about software to install or systems to configure. As long as you can provide internet access your managers can get straight on with their learning. Learners will discuss topics with colleagues through online collaboration tools. With your own employer account you will access detailed learner reports to monitor the progress your managers are making.



Benefits for Managers

- Study whenever you can access the internet
- Access your own learning account using login and password
- Relate your learning to your work with customer service teams
- Get advice from your own Online Tutor to help you make fast progress
- Straightforward multichoice questionnaire assessments
- EDI/ASET Certificate on successful completion of all the modules

Learning Content

The course is delivered in nine straightforward learning modules. Each one has self-assessments and activities to check understanding. Participants maintain a learning log, enabling them to maximise the learning and improvement outcomes of the programme. The nine modules:

- 1 Managers and Customer Service Excellence**
- 2 Setting and Communicating Objectives**
- 3 Putting the Customer First**
- 4 Getting the Right People and Resources**
- 5 Creating the Customer-Focused Culture**
- 6 Dealing with Difficult Situations**
- 7 Making it Happen**
- 8 Embedding Innovation in Your Team**
- 9 Continually Develop Yourself**

More Information

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Pricing per individual - or site license available for more than 200 learners.

