



CUSTOMER 1<sup>ST</sup>  
INTERNATIONAL

- **Web-based e-learning with Online Tutor support**
- **Matches National Occupational Standards (Level 2)**
- **Accredited programme leading to ASET Certificate**

# Award for Customer Service Professionals

The most successful organisations acknowledge the key importance of excellent customer service. Research shows that if you provide service excellence - along with quality products and services - your customers will return to you time and time again. They will reward you with their loyalty.



The **Award for Customer Service Professionals** (based on the successful book, *The Best Practice Guide for Customer Service Professionals*) is an online qualification for all those who deal with customers - including internal customers.

The Award for Customer Service Professionals is written and delivered by the UK customer service learning specialist, Customer 1st International. Endorsed by the Institute of Customer Service as providing the underpinning knowledge for the UK's Level 2 National Occupational Standards, the Award is also accredited by the Awarding Body ASET - so you can be sure that it is of consistently high quality.

**David Parsons (CEO, Institute of Customer Service):**

*"I wholeheartedly recommend *The Best Practice Guide for Customer Service Professionals* to any organisation or individual wanting to work to the new National Occupational Standards in Customer Service.*

*The Guide delivers - in a user-friendly and activity based style - the underpinning knowledge needed to achieve one of the UK's level 2 customer service qualifications, namely the S/NVQs or Technical Certificates.*

*This resource is an ideal motivational tool for those working directly with customers. It can help to build, through the knowledge and skills of customer-facing people, today's essential prerequisite for organisational success - a reputation for delivering first-class customer service."*

## Key Features

- **Online programme with high quality tutor support**
- **Easy to access by password entry to website**
- **Plenty of practical, work related activities and self assessments**
- **Cost-efficient learning at times and locations to suit employers and individuals**

# Benefits for businesses

- Become a customer service leader in your sector
- Increase customer loyalty
- Increase employee retention
- Interactive, learner-friendly and motivational
- Reduce training and development costs
- Provides your business with best practice skills for customer service

Work-based activities encourage employees to identify great new ways of satisfying and delighting customers. 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. The content is based on cutting edge research from the UK's Institute of Customer Service. And 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 employees can get straight on with their learning.

Learners are grouped into learning sets, and will discuss topics with colleagues through online forums. With your own employer account you will access detailed learner reports to monitor the progress your staff are making.



# Benefits for individuals

The Award for Customer Service Professionals is a fantastic opportunity to fine-tune your customer service skills and knowledge.

- Study whenever you can access the internet
- Access your own learning account using login and password
- Stop and re-start at convenient times - no need to worry about where you have got to
- Relate your learning to your work with customers
- Get advice from your own Online Tutor to help you make fast progress
- Straightforward multichoice questionnaire assessment for each module
- Receive your own ASET Certificate on successful completion of all the modules
- Achievement entitles you to apply for foundation membership of the Institute of Customer Service (ICS)

## Learning Content

The programme 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 **Basic concepts of customer service**
- 2 **Developing relationships with your customers**
- 3 **Customer service in different organisations**
- 4 **Features and benefits**
- 5 **Effective communication**
- 6 **Service excellence through teamwork**
- 7 **Delivery systems**
- 8 **Laws and codes of practice**
- 9 **The you factor**

## More Information

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

