



# Advanced Award for Customer Service Managers



## ONLINE CUSTOMER SERVICE ACADEMY

Lead and motivate your team to deliver outstanding customer service!



### What you will gain from this course

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. Learn how to do it by taking our exciting online course. At the same time, you will gain a recognised qualification. Its accreditation by EduQual is your guarantee of quality.

### Who should take this course?

The Advanced Award for Customer Service Managers is an online qualification for all managers and team leaders with responsibility for delivering excellent standards of service. You will benefit from the course, whether you are new to management, or are already an experienced manager.

### Key Features:

- Ideal for new or experienced managers and team leaders
- Valuable, accredited customer service qualification
- Collaboration with other service managers via discussion forums
- Work-based activities to make the learning totally relevant to your management role

### Course modules:

1. Introduction
2. Managers and customer service excellence
3. Setting and communicating objectives
4. Putting the customer first
5. Getting the right people and resources
6. Creating the customer focused culture
7. Dealing with difficult situations
8. Making it happen
9. Embedding innovation in your team
10. Continuous professional development

### Learning methods:

Each straightforward learning module has activities and assessments to check your understanding. You will maintain a team action plan, translating your learning into real, work-based improvements.

## Benefits for businesses

- Build a customer-focused culture in your teams
- Empower managers and team leaders to implement the customer service strategy
- Reduce training and development costs
- Increase customer loyalty and employee retention
- Spread consistent messages about service standards
- Improve employee performance
- Interactive and motivational learning



## Benefits for individuals

- Empower your team to exceed customers' expectations
- Any time, any place learning – you just need access to the internet
- Share best practices with other managers and your online tutor
- Apply your learning to improve relationships with customers
- Guidance from your online tutor helps you make fast progress
- Straightforward multiple choice assessment for each module
- Receive your own EduQual certificate

## Participants' views:

“This online award exceeded my expectations. I learned a great deal and I would recommend the course to all managers. The sharing of best practice helps you to think about the job you do in a new and innovative way.”

**Anna Hinds**

**Customer Service Manager, BT**

“It promotes customer service in a very positive way and shows you how to improve in the day to day running of your team. The collaboration with other participants was awesome.”

**Liane Dell**

**Customer Service Team Leader, NHS**

## Delivery format:

30-40 hours of learning, all online.

## How to enrol:

For more information, or to book your place (individuals or groups), please contact us..

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