



Level 2 Customer Service

Our qualification will support and develop those aiming to deliver exceptional customer service. You will be taught how to meet customer needs, the value of customer retention, and the importance of product or service knowledge. Focusing on improving your customer satisfaction levels will lead to increased customer loyalty and profitability. Due to Welsh Government eligibility criteria, learners must be new to the business.

Benefits for the learner

- Quality teaching from trainer coaches with industry links
- Progress your career through development and training
- On the job learning to help you gain new skills
- Achieve a nationally recognised qualification
- Access resources through Moodle - our online learning platform

Benefits for the employer

- Gain an employee who understands the importance of customer loyalty and retention
- Optional units to tailor the qualification to your business needs
- Promote a culture of learning and development
- A strong focus on workplace performance
- Help with recruiting new staff to fill vacancies



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We invest in people Platinum



Essential Skills

Welsh Government is committed to raising the levels of Essential Skills across Wales. Communication and Application of Number qualifications are an integral element to the funded apprenticeship frameworks.

We offer a blended learning approach delivered remotely, face-to-face and using our online learner Moodle. You will be assessed via a 4 – 6 hour task and a 45 minute test for both Communication and Application of Number. Tests will be held in-person at our test centre.

If you have completed Essential Skills previously or are able to provide suitable evidence, such as GCSE certificates or similar, you may be exempt from completing this element of the qualification.

Essential Skills	
Learners will need to complete:	
Application of Number	Level 1
Communication	Level 1

Qualification Overview

To achieve our Level 2 Customer Service qualification, you must complete a **minimum 45 credits in total**:

- Mandatory Group A - **19 credits**
- Optional Group B - **minimum 3 credits**
- Optional Group C - **minimum 16 credits**
- Optional Group D - **maximum 7 credits**
- The qualification will take 12 months to complete

Mandatory Group A

Unit Title	Level	Credit Value
Deliver customer service	2	5
Understand employer organisations	2	4
Understand customers	2	2
Manage personal performance	2	4
Principles of customer service	2	4

Optional Group B

Unit Title	Level	Credit Value
Communicate verbally with customers	2	3
Communicate with customers in writing	2	3

Optional Group C

Unit Title	Level	Credit Value
Deal with incoming telephone calls from customers	2	3
Develop customer relationships	2	3
Make telephone calls to customers	2	3
Support customers through real-time online customer service	2	3
Promote additional products/services to customers	2	2
Process information about customers	2	3
Support customers using self-service equipment	2	3
Exceed customer expectations	2	3
Use social media to deliver customer service	2	3
Deliver customer service on customer's premises	2	4
Provide post transaction customer service	2	3
Carry out customer service handovers	2	3
Resolve customer complaints	3	5
Resolve customer service problems	2	5
Gather/analyse/interpret customer feedback	3	5
Deliver customer service to challenging customers	2	3

Optional Group D

Unit Title	Level	Credit Value
Health & safety procedures in the workplace	2	2
Processing sales orders	2	2
Manage diary systems	2	2
Meeting customer's after sales needs	2	3
Provide reception services	2	3
Handling objections and closing sales	2	3
Contribute to the organisation of an event	2	3
Deal with incidents through a contact centre	2	7
Buddy a colleague to develop their skills	2	3
Carry out direct sales activities in a contact centre	2	5
Employee rights and responsibilities	2	2
Negotiate in a business environment	3	4
Develop working relationships with colleagues	2	3
Bespoke software	2	3
Principles of equality & diversity in the workplace	2	2

Progression

If you are in a suitable role, you could progress to:

- Level 3 Customer Service
- Level 3 Business Administration