



Level 3 Customer Service

Our qualification will give you the skills to develop a customer service strategy. You will understand how to review and analyse existing service provisions, and have the skills to process and resolve customer complaints. Companies that invest in customer service skills will achieve a better understanding of customer needs. 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 experienced employee who can support the customer service team
- 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 2
Communication	Level 2

Qualification Overview

To achieve our Level 3 Customer Service qualification, you must complete **55 credits in total (minimum 40 credits at Level 3 or above)**:

- Mandatory Group A - **31 credits**
- Optional Group B - **15 credits**
- Optional Group C - **8 credits**
- The qualification will take 12 months to complete

Mandatory Group A

Unit Title	Level	Credit Value
Organise and deliver customer service	3	5
Resolve customers' problems	3	4
Understand the customer service environment	3	5
Principles of business	3	10
Understand customer and customers retention	3	4
Manage personal and professional development	3	3

Optional Group B

Unit Title	Level	Credit Value
Develop resources to support consistency of customer service delivery	3	5
Use service partnerships to deliver customer service	3	3
Resolve customer complaints	3	4

Optional Group B - continued

Unit Title	Level	Credit Value
Support customer service improvements	2	3
Gather, analyse and interpret customer feedback	3	5
Support customers through real-time online customer service	2	3
Monitor the quality of customer service interactions	3	5
Support customers using self-service equipment	2	3
Communicate verbally with customers	2	3
Use social media to deliver customer service	2	3
Communicate with customers in writing	2	3
Provide post transaction customer service	2	5
Promote additional products/services to customers	2	2
Build/maintain effective customer relations	4	6
Manage a customer service award programme	4	4
Deliver customer service to challenging customers	2	3
Manage the use of technology to improve customer service	4	4
Develop customer relationships	2	3
Develop a social media strategy for customer service	4	5

Optional Group C

Unit Title	Level	Credit Value
Negotiate in a business environment	3	3
Contribute to the organisation of an event	2	3
Promote equality, diversity and inclusion in the workplace	3	3
Provide reception services	2	3
Manage team performance	3	4
Buddy a colleague to develop their skills	2	3
Manage individuals' performance	3	4
Employee rights and responsibilities	2	2
Collaborate with other departments	3	3
Processing sales orders	2	2
Negotiating, handling objections and closing sales	3	4
Bespoke software	3	4
Obtaining and analysing sales-related information	3	4
Manage diary systems	2	2
Buyer behaviours in sales situations	3	3
Lead direct sales activities in a contact centre team	3	4
Manage incidents referred to a contact centre	3	6

Progression

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

- Level 3 Leadership and Management
- Level 3 Social Media for Business

