

| | |
|--|---|
| Unit Title | Customer Service in a Contact Centre |
| Ofqual unit reference number (code) | R/618/2106 |
| Unit Level | Entry Level 3 |
| GLH | 20 |
| Unit Credit Value | 2 |

| LEARNING OUTCOMES | ASSESSMENT CRITERIA |
|--|--|
| The learner will: | The learner can: |
| 1. Know about customer service in a contact centre. | 1.1. Identify how to greet customers; check customer details; close communications and record customer contact according to contact centre procedures. 1.2. State how to ensure that contact centre communications comply with regulation. 1.3. State how the service offer is communicated to customers. |
| 2. Know how to deliver customer service in a contact centre. | 2.1. Identify the features and benefits of a product or service for customers. 2.2. Identify why it is important to clarify and confirm the customer's needs. 2.3. State how the product or service matches customer needs. 2.4. State how to create a rapport with customers. 2.5. Identify the next steps in service provision for the customer. |

| | |
|---------------------|-----|
| Equivalences | N/A |
|---------------------|-----|