

MICROLEARN CONTENT MAPPING:

**CUSTOMER SERVICE PRACTITIONER APPRENTICESHIP**

The following table demonstrates mapping between the MicroLearn content and the requirements outlined in the Assessment Plan for the level 2 Customer Service Practitioner Apprenticeship Standard.

Module	Standard	What I do need to DO	
Knowing your customers	1. Understand who customers are	1.1 Use appropriate methods of verbal and non-verbal communication skills relevant to your work environment	Communication & Social Skills <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> </ul> Personal Development: <ul style="list-style-type: none"> <li>- Negotiation Skills</li> </ul>
		1.2 Use appropriate body language to maintain or enhance the customer experience	Communication & Social Skills <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> </ul> Personal Development: <ul style="list-style-type: none"> <li>- Confidence</li> </ul>
		1.3 Adapt the tone and/or behaviour to maintain or enhance the customer experience as appropriate	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul> Communication & Social Skills: <ul style="list-style-type: none"> <li>- Expressing Yourself</li> <li>- How to Be Assertive</li> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> </ul>
	2. Understand the difference between internal and external customers	2.1 What is an internal customer?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul>
		2.2 What is an external customer?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul>
		2.3 Who are the organisations internal customers?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul>

	2.4 Who are the organisations external customers?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul>
	2.5 What is the difference between internal and external customers to the organisation?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> </ul>
	3.1 What is the purpose of customer service?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
	3.2 What are the different needs of your customers?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul>
	3.3 What are the different priorities of your customers?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul>
3. Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective	3.4 Identify the specific needs that customers may have, including those that are protected under current equality law?	Customer Service: <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul> Equality and Diversity: <ul style="list-style-type: none"> <li>- Age</li> <li>- Race</li> <li>- Religion or Belief</li> <li>- Marriage &amp; Civil Partnership</li> <li>- Pregnancy &amp; Maternity</li> <li>- Disability</li> <li>- Gender Reassignment</li> <li>- Sex Discrimination</li> <li>- Sexual Orientation</li> </ul> Data Protection: <ul style="list-style-type: none"> <li>- Overview</li> <li>- Principle 1</li> <li>- Principle 2</li> <li>- Principle 3</li> <li>- Principle 4</li> <li>- Principle 5</li> <li>- Principle 6</li> <li>- Principle 7</li> </ul>

			<ul style="list-style-type: none"> <li>- Principle 8</li> <li>- What to expect from the new GDPR?</li> </ul>
		3.5 What is meant by customer expectations?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
		3.6 How does the standard of customer service affect the success of your organisation?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
		3.7 When do you adapt your service approach to meet the needs and expectations of your customers?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul>
		3.8 How you adapt your service approach to meet the needs and expectations of your customers?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
	Understanding the organisation	1. Know the purpose of the business and what 'brand promise' means	1.1 What is the difference between public, private and third sector organisations?
1.2 What is your organisation business type and purpose?			<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Brand and Reputation</li> </ul>

	1.3 What does 'brand promise' mean?	Customer Service: - Brand and Reputation
	2.1 What is meant by an organisations core values?	Change Management: - The Need for Strategy - Challenging the Status Quo Customer Service: - Brand and Reputation
	2.2 What are your organisations core values?	Change Management: - The Need for Strategy - Challenging the Status Quo Customer Service: Brand and Reputation
	2.3 What is meant by service culture?	-----
	2.4 What is your organisations service culture?	-----
	2.5 How does your organisations core values link to the service culture?	-----
	3.1 What is the purpose of an organisational policy?	-----
2. Know your organisation's core values and how they link to the service culture		
3. Know the internal policies and procedures, including any complaints processes and		

		<p>digital media policies that are relevant to you and your organisation</p>	<p>3.2 List the organisational policies and procedures that could affect a customer service role?</p>	<p>-----</p>	
			<p>3.3 What should be included in a complaints process/procedure?</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Handling Complaints</li> </ul>	
				<p>3.4 What is meant by digital media?</p>	<p>Digital Transformation:</p> <ul style="list-style-type: none"> <li>- TBC</li> </ul>
				<p>3.5 What digital media policies exist in customer service organisations?</p>	<p>Digital Transformation:</p> <ul style="list-style-type: none"> <li>- TBC</li> </ul>
			<p>1. Know the appropriate legislation and regulatory requirements that affect your business</p>	<p>1.1 Identify appropriate legislation and regulation and how this effects your organisation</p>	
				<p>Data Protection:</p> <ul style="list-style-type: none"> <li>- Overview</li> <li>- Principle 1</li> <li>- Principle 2</li> <li>- Principle 3</li> <li>- Principle 4</li> <li>- Principle 5</li> <li>- Principle 6</li> <li>- Principle 7</li> <li>- Principle 8</li> <li>- What to expect from the new GDPR?</li> </ul> <p>Health &amp; Safety:</p> <ul style="list-style-type: none"> <li>- Fire</li> <li>- Display Screen Equipment</li> <li>- Slips and Trips</li> <li>- Dangerous Substances</li> <li>- Manual Handling</li> <li>- First Aid</li> <li>- Electricity</li> </ul> <p>Equality and Diversity:</p> <ul style="list-style-type: none"> <li>- Age</li> <li>- Race</li> <li>- Religion or Belief</li> <li>- Marriage &amp; Civil Partnership</li> <li>- Pregnancy &amp; Maternity</li> <li>- Disability</li> </ul>	

			<ul style="list-style-type: none"> <li>- Gender Reassignment</li> <li>- Sex Discrimination</li> <li>- Sexual Orientation</li> </ul> Social and Corporate Responsibility: <ul style="list-style-type: none"> <li>- Cyber Security</li> <li>- Anti-Money Laundering</li> <li>- Bribery Act</li> <li>- Modern Day Slavery</li> <li>- Sustainability</li> </ul>
	2. Know your responsibility in relation to this and how to apply it when delivering service	2.1 Why is it important to keep information confidential within an organisation	Data Protection: <ul style="list-style-type: none"> <li>- Overview</li> <li>- Principle 1</li> <li>- Principle 2</li> <li>- Principle 3</li> <li>- Principle 4</li> <li>- Principle 5</li> <li>- Principle 6</li> <li>- Principle 7</li> <li>- Principle 8</li> <li>- What to expect from the new GDPR?</li> </ul>
		2.2 What information needs to be kept and remain confidential within your organisation?	Data Protection: <ul style="list-style-type: none"> <li>- Overview</li> <li>- Principle 1</li> <li>- Principle 2</li> <li>- Principle 3</li> <li>- Principle 4</li> <li>- Principle 5</li> <li>- Principle 6</li> <li>- Principle 7</li> <li>- Principle 8</li> </ul> What to expect from the new GDPR?
		2.3 What are the responsibilities of the employee under the health and safety at work act?	Health & Safety: <ul style="list-style-type: none"> <li>- Fire</li> <li>- Display Screen Equipment</li> <li>- Slips and Trips</li> <li>- Dangerous Substances</li> <li>- Manual Handling</li> <li>- First Aid</li> <li>- Electricity</li> </ul>
<b>Systems and resources</b>	1. Know how to use systems, equipment and technology to meet the needs of your customers	1.1 What are the systems, equipment and/or technology your organisation uses to effectively meet customer needs?	Digital Transformation: <ul style="list-style-type: none"> <li>- TBC</li> </ul> Customer Service: <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>

		1.2 In your role how would you use the systems, equipment and/or technology to support customer needs?	<p>Digital Transformation:</p> <ul style="list-style-type: none"> <li>- TBC</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
	2. Understand types of measurement and evaluation	2.1 What are the types of measurement used to monitor customer service level?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul>
		2.2 What are the types of evaluation tool used to monitor customer service levels?	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> </ul>
Your role and responsibility	1. Understand your role and responsibility within your organisation and the impact of your actions on others	1.1 What is your job role and responsibilities within that role?	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Find Your Role</li> <li>- Working in Teams</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Planning your Own Development</li> </ul>
		1.2 How do your actions impact on others in your organisation?	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Find Your Role</li> <li>- Working in Teams</li> <li>- Dealing with Conflicts</li> <li>- Effective Delegation</li> <li>- Effective Meetings</li> <li>- Performance Troubleshooting</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- The Effective Leader</li> <li>- Coaching &amp; Mentoring</li> <li>- Giving and Receiving Feedback</li> <li>- Taking Action</li> <li>- Training for Non-Trainers</li> <li>- Developing Leadership</li> </ul> <p>Change Management:</p> <ul style="list-style-type: none"> <li>- Challenging the Status Quo</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Time Management</li> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Dealing with Stress</li> <li>- Problem Solving</li> <li>- Decision Making</li> <li>- Confidence</li> </ul>

	2. Know the targets and goals you need to deliver against	2.2 Identify the targets and goals for your role.	Personal Development: - Making Objectives Happen - Setting Objectives Teamwork: - Find Your Role
	2. Know the targets and goals you need to deliver against	2.3 How do you achieve your targets and goals?	Personal Development: - Making Objectives Happen - Setting Objectives Teamwork: Find Your Role
Customer experience	1. Understand how establishing the facts enable you to create a customer focused experience and appropriate response	1.1 What is meant by a customer focused experience?	-----
		1.2 How do you establish the facts to create a customer focused experience?	-----
		1.3 How do you use the facts create an appropriate response	-----
	2. Understand how to build trust with a customer and why this is important	2.1 Why is building customer trust important?	Customer Service: - Know Your Customer - Maintaining Existing Customers - Approaching New Customers - Handling Complaints - Brand and Reputation



		<p>2.2 How would you start to build trust with your customers?</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
<p><b>Product and service knowledge</b></p>	<p>1. Understand the products or services that are available from your organisation and keep up-to-date</p>	<p>1.1 What are your organisations products and/or services?</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
		<p>1.2 What is the difference between providing a product and providing a service.</p>	<p>-----</p>
		<p>1.3 How do you update and maintain your knowledge of your organisations products and/or services?</p>	<p>-----</p>
<p><b>Interpersonal skills</b></p>	<p>1. Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.</p>	<p>1.1 Demonstrate effective interpersonal skills that achieve positive customer engagement using:</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul> <p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> <li>- How to be Assertive</li> <li>- Effective Writing</li> </ul> <p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Working in Teams</li> </ul> <p>Management and Leadership:</p> <ul style="list-style-type: none"> <li>- The Effective Leader</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Confidence</li> <li>- Negotiation Skills</li> </ul>

		∅ Effective use of open and closed questioning skills relevant to the situation	<p>Communication &amp; Social Skill:</p> <ul style="list-style-type: none"> <li>- Asking the Right Questions</li> </ul>
		∅ Effective use of active listening skills when communicating	<p>Communication &amp; Social Skill:</p> <ul style="list-style-type: none"> <li>- Active Listening</li> </ul>
		∅ Effective use of body language when interacting with customers	<p>Communication &amp; Social Skill:</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's Not Being Said?</li> </ul>
		∅ Working with others and sharing good practice when performing your duties	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Working in Teams</li> <li>- Find Your Role</li> <li>- Dealing with Conflict</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Coaching and Mentoring</li> <li>- Giving and Receiving Feedback</li> </ul>
		1.2 Recognise customer needs and expectations	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
		1.3 Respond to customer needs and manage expectations in a professional and timely manner	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Time Management</li> </ul>

<p><b>Communication</b></p>	<p>1. Depending on your job role and work environment:</p> <ul style="list-style-type: none"> <li>o Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</li> <li>o Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.</li> <li>o Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.</li> </ul>	<p>1.1 Use appropriate methods of verbal and non-verbal communication skills relevant to your work environment</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Know Your Customer</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Brand and Reputation</li> </ul> <p>Communication and Social Skills:</p> <ul style="list-style-type: none"> <li>- Active Listening</li> <li>- Asking the Right Questions</li> </ul> <p>Digital Transformation:</p> <ul style="list-style-type: none"> <li>- TBC</li> </ul>
		<p>1.2 Use appropriate body language to maintain or enhance the customer experience</p>	<p>Communication &amp; Social Skills:</p> <ul style="list-style-type: none"> <li>- What's Not Being Said?</li> <li>- Fluent in Body Language</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Negotiation Skills</li> <li>- Confidence</li> </ul>
		<p>1.3 Adapt the tone and/or behaviour to maintain or enhance the customer experience as appropriate</p>	<p>Communication &amp; Social Skills:</p> <ul style="list-style-type: none"> <li>- What's Not Being Said?</li> <li>- Fluent in Body Language</li> <li>- Active Listening</li> <li>- Expressing Yourself</li> <li>- Effective Writing</li> <li>- Presenting with Confidence</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> <li>- Maintaining Existing Customers</li> </ul>

<b>Influencing skills</b>			<ul style="list-style-type: none"> <li>- Approaching New Customers</li> </ul> Personal Development: <ul style="list-style-type: none"> <li>- Negotiation Skills</li> <li>- Confidence</li> </ul>
		1.4 Confirm yours, and the customers, understanding of the customer's needs and expectations	Customer Service: <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul> Communication & Social Skills: <ul style="list-style-type: none"> <li>- Active Listening</li> <li>- Asking the Right Questions</li> </ul>
		1.5 Use summarising language and/or reinforcement techniques during customer interaction to confirm understanding.	Customer Service: <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> </ul> Communication & Social Skills: <ul style="list-style-type: none"> <li>- Active Listening</li> <li>- Asking the Right Questions</li> <li>- Effective Writing</li> </ul>
		1.6 Use correct, appropriate and clear communication skills e.g. written and verbal that reflect your organisations brand	Customer Service: <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul> Communication & Social Skills: <ul style="list-style-type: none"> <li>- Active Listening</li> <li>- Asking the Right Questions</li> <li>- Effective Writing</li> <li>- Expressing Yourself</li> </ul> Literacy Skills: <ul style="list-style-type: none"> <li>- Spelling and Punctuation</li> <li>- The English Sentence</li> <li>- Report Writing</li> <li>- Planning Your Report</li> </ul>
		1. Provide clear explanations and offer options in order to help customers make choices	1.1 Identify customer needs

	<p>that are mutually beneficial to both the customer and your organisation</p>	<p>1.2 Offer product and/or service options to customers in a logical and reasoned manner,</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
<p><b>Personal organisation</b></p>	<p>1. Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines</p>	<p>1.3 clearly explain how options offered meets the customers' needs.</p>	<p>-----</p>
		<p>1.4 Handle customer objections in a positive and professional manner</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
		<p>1.1 Agree goals and deadlines for completing tasks with an appropriate person</p>	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Effective Delegation</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- Taking Action</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> </ul>
		<p>1.2 Prioritise and plan the completion of tasks to meet delivery deadlines</p>	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Effective Delegation</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- Taking Action</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>Decision Making</li> </ul>
		<p>1.3 Use tools and techniques to monitor progress of tasks</p>	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Effective Delegation</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- Taking Action</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> </ul>

			<ul style="list-style-type: none"> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>Decision Making</li> </ul>
		1.4 Monitor and adjust priorities as required	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Effective Delegation</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- Taking Action</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>Decision Making</li> </ul>
		1.5 Meet agreed deadlines	<p>Teamwork:</p> <ul style="list-style-type: none"> <li>- Effective Delegation</li> </ul> <p>Management &amp; Leadership:</p> <ul style="list-style-type: none"> <li>- Project Management</li> <li>- Taking Action</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> </ul>
Dealing with customer conflict and challenge	2. Demonstrate patience and calmness.	2.1 Show patience, calmness and empathy when dealing with challenging customer situations	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>Handling Complaints</li> </ul>
		2.2 Use active listening skills when communicating with customers	<p>Communication and Social Skills:</p> <ul style="list-style-type: none"> <li>- Active Listening</li> </ul>
		2.3 Use appropriate questioning skills	<p>Communication and Social Skills:</p> <ul style="list-style-type: none"> <li>- Asking the Right Questions</li> </ul>

	3. Show you understand the customer's point of view.	3.1 Show understanding of the customer view point	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
	4. Use appropriate signposting or resolution to meet your customers' needs and manage expectations.	4.1 Explain the next steps and/or customer options in a logical manner	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
		4.2 Provide clear signposting or resolution to meet customers' needs and manage customer expectations	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
		4.3 Deal with the customer conflict or challenge presented in line with organisational and/or policies procedure	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
		4.4 Resolve customer conflict or challenge presented in line with organisational policies and/or procedures	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
	5. Maintain informative communication during service recovery.	5.1 Keep customers informed of progress while resolving issues	Customer Service: <ul style="list-style-type: none"> <li>- Email Etiquette</li> <li>- Telephone Manner</li> <li>- Handling Complaints</li> </ul>
		5.2 Maintain accurate record of customer issues and progress to resolution	Customer Service: <ul style="list-style-type: none"> <li>- Handling Complaints</li> </ul>

Developing self	1. Take ownership for keeping your service knowledge and skills up-to-date.	1.1 Identify own strengths and weaknesses in relation to working within a customer service role	Personal Development: <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> <li>- Dealing with Stress</li> <li>- Confidence</li> <li>- Problem Solving</li> </ul>
		1.2 Apply the techniques of self-assessment to look at strengths and weaknesses	Personal Development: <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> <li>- Dealing with Stress</li> <li>- Confidence</li> <li>- Problem Solving</li> </ul>
	2. Consider personal goals and propose development that would help achieve them.	2.1 Prepare a personal development plan that helps to achieve personal goals and development needs.	Personal Development: <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> <li>- Dealing with Stress</li> <li>- Confidence</li> <li>- Problem Solving</li> </ul>
		2.2 Review and update your personal development plan	Personal Development: <ul style="list-style-type: none"> <li>- Making Objectives Happen</li> <li>- Setting Objectives</li> <li>- Time Management</li> <li>- Planning Your Own Development</li> <li>- Decision Making</li> <li>- Dealing with Stress</li> <li>- Confidence</li> <li>- Problem Solving</li> </ul>
Being open to feedback	1. Act on and seek feedback from others to develop or	1.1 Identify suitable ways of obtaining informal and formal feedback from others	Management & Leadership: <ul style="list-style-type: none"> <li>- Giving and Receiving Feedback</li> <li>- Coaching and Mentoring</li> </ul>



	maintain personal service skills and knowledge	1.2 Obtain useful and constructive feedback about your own service skills and knowledge from others	<b>Management &amp; Leadership:</b> <ul style="list-style-type: none"> <li>- Giving and Receiving Feedback</li> <li>- Coaching and Mentoring</li> </ul>
		1.3 Positively respond to all feedback	<b>Management &amp; Leadership:</b> <ul style="list-style-type: none"> <li>- Giving and Receiving Feedback</li> <li>- Coaching and Mentoring</li> </ul>
		1.4 Use the feedback received to take responsibility for maintaining and developing your personal customer service skills and knowledge.	<b>Management &amp; Leadership:</b> <ul style="list-style-type: none"> <li>- Giving and Receiving Feedback</li> <li>- Coaching and Mentoring</li> </ul>
<b>Team working</b>	1 Frequently and consistently communicate and work with others in the interest of helping customers efficiently.	1.1 Demonstrate the interpersonal skills required to work effectively as part of a team	<b>Communication &amp; Social Skills</b> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> <li>- How to be Assertive</li> <li>- Effective Writing</li> </ul> <b>Teamwork:</b> <ul style="list-style-type: none"> <li>- Working in Teams</li> <li>- Dealing with Conflict</li> </ul> <b>Management and Leadership:</b> <ul style="list-style-type: none"> <li>- The Effective Leader</li> </ul> <b>Personal Development:</b> <ul style="list-style-type: none"> <li>- Confidence</li> <li>- Negotiation Skills</li> </ul>
		1.2 Communicate consistently with team members in the interest of helping customers	<b>Communication &amp; Social Skills</b> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> <li>- How to be Assertive</li> <li>- Effective Writing</li> </ul> <b>Teamwork:</b> <ul style="list-style-type: none"> <li>- Working in Teams</li> <li>- Dealing with Conflict</li> </ul> <b>Management and Leadership:</b>

			<ul style="list-style-type: none"> <li>- The Effective Leader</li> <li>- Project Management</li> </ul> Personal Development: <ul style="list-style-type: none"> <li>- Confidence</li> <li>- Negotiation Skills</li> </ul>
		1.3 Demonstrate cooperation when working with others	Teamwork: <ul style="list-style-type: none"> <li>- Working in Teams</li> <li>- Dealing with Conflict</li> <li>- Effective Delegation</li> <li>- Find Your Role</li> <li>- Performance</li> <li>- Troubleshooting</li> </ul>
	2 Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.	2.1 Share personal learning with others to support good practice	Management & Leadership: <ul style="list-style-type: none"> <li>- Coaching &amp; Mentoring</li> <li>- Training for Non-Trainers</li> <li>- Giving and Receiving Feedback</li> </ul> Communication & Social Skills: <ul style="list-style-type: none"> <li>- Presenting with Confidence</li> </ul>
		2.2 Present your ideas and recommendations for improvements in customer service to others	Communication & Social Skills: <ul style="list-style-type: none"> <li>- Presenting with Confidence</li> </ul>
<b>Equality – treating all customers as Individuals</b>	1 Treat customers as individuals to provide a personalised customer service experience	1.1 Treat all customers equally, ensuring that you comply with legal requirements	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul> Equality and Diversity: <ul style="list-style-type: none"> <li>- Age</li> <li>- Race</li> <li>- Religion or Belief</li> <li>- Marriage &amp; Civil Partnership</li> <li>- Pregnancy &amp; Maternity</li> <li>- Disability</li> <li>- Gender Reassignment</li> <li>- Sex Discrimination</li> <li>- Sexual Orientation</li> </ul>
		1.2 Recognise and respond to individual needs to provide a personalised customer service experience	Customer Service: <ul style="list-style-type: none"> <li>- Maintaining Existing Customers</li> <li>- Approaching New Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>

<b>Presentation – dress code, professional language</b>	<p>2 Uphold the organisations core values and service culture through your actions.</p> <p>1. Demonstrate professional pride in the job through appropriate dress and positive and confident language.</p>	<p>2.1 Act in a way that upholds the core values and service culture of the organisation</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Brand and Reputation</li> </ul> <p>Change Management:</p> <ul style="list-style-type: none"> <li>- The Need for Strategy</li> </ul>
		<p>1.1 Present a tidy and professional image</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What’s NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> <li>- How to be Assertive</li> <li>- Effective Writing</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Brand and Reputation</li> </ul>
		<p>1.2 Know and follow organisational dress code</p>	<p>Equality and Diversity:</p> <ul style="list-style-type: none"> <li>- Age</li> <li>- Race</li> <li>- Religion or Belief</li> <li>- Marriage &amp; Civil Partnership</li> <li>- Pregnancy &amp; Maternity</li> <li>- Disability</li> <li>- Gender Reassignment</li> <li>- Sex Discrimination</li> <li>- Sexual Orientation</li> </ul>
<p>1.3 Be approachable and welcoming when dealing with customers face to face</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What’s NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> </ul>		

	<p>1.4 Use a welcoming and approachable tone when in non-face to face situations</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> </ul>
	<p>1.5 Present a positive attitude with all customers and in various situations</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> </ul>
	<p>1.6 Maintain professional and positive language in all situations</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Effective Writing</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul> <p>Literacy Skills:</p> <ul style="list-style-type: none"> <li>- The English Sentence</li> <li>- Spelling and Punctuation</li> <li>- Report Writing</li> <li>- Planning Your Report</li> </ul>
	<p>1.7 Be confident and calm in difficult situations</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> </ul> <p>Personal Development:</p> <ul style="list-style-type: none"> <li>- Confidence</li> </ul>

<p><b>“Right first time”</b></p>	<p>1 Use communication behaviours that establish clearly what each customer requires and manage their expectations.</p>	<p>1.1 Make initial approach to customers in professional manner following organisational procedures</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What’s NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> </ul>
		<p>1.2 Establish customer needs from customer wants</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What’s NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> </ul>
		<p>1.3 Work towards meeting customer needs</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
		<p>1.4 Adapt tone and behaviour to meet customer needs and expectations</p>	<p>Communication &amp; Social Skills</p> <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What’s NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> <p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
		<p>1.5 Recognise customer expectations</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>

		1.6 Manage customer expectations	Customer Service: <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> </ul>
		1.7 Check customer satisfaction	Customer Service: <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
		1.8 Remain positive and professional when explaining when customer needs and/or expectations cannot be met.	Communication & Social Skills <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul> Customer Service: <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
"Right first time"	2. Take ownership from the first contact and then take responsibility for fulfilling your promise.	2.1 Establish initial contact with customers	Customer Service: <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Know Your Customer</li> <li>- Brand and Reputation</li> </ul> Communication & Social Skills <ul style="list-style-type: none"> <li>- Fluent in Body Language</li> <li>- What's NOT being said?</li> <li>- Asking the Right Questions</li> <li>- Expressing Yourself</li> <li>- Presenting with Confidence</li> <li>- Active Listening</li> </ul>
		2.2 Recognise customer wants, needs and expectations	Customer Service: <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>

	<p>2.3 Take responsibility and work with customers to achieve outcome</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> </ul>
	<p>2.4 Maintain contact with customers where necessary and as promised (even if no additional information is available)</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
	<p>2.5 Refer customers to others as required accurately passing on necessary information</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
	<p>2.6 Follow up as required to ensure outcome is reached</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>
	<p>2.7 Following organisational procedures, check customer satisfaction.</p>	<p>Customer Service:</p> <ul style="list-style-type: none"> <li>- Approaching new Customers</li> <li>- Maintaining Existing Customers</li> <li>- Know Your Customer</li> <li>- Handling Complaints</li> <li>- Brand and Reputation</li> <li>- Email Etiquette</li> <li>- Telephone Manner</li> </ul>