

CUSTOMER SERVICE EXCELLENCE

Level 3

DISTANCE LEARNING PROGRAMME

○ CLIENT PROFILE

This programme from Study House is for people seeking to achieve excellence in customer service. No prior knowledge is assumed.

○ COURSE OBJECTIVES

At the end of the course you will be able to:

- Understand the importance of excellent service
- Define service excellence
- Identify what customers want
- Devise a plan for service excellence
- Deliver a service excellence project
- Monitor and assess the effectiveness of your project
- Maintain service excellence in your organisation

○ KEY DATA

Entry requirements

There are no entry requirements.

Method of study

Distance learning enables you to complete your studies at work or at home over a timescale which suits your other commitments. No formal attendance at college is required but tutor support is included.

Duration

The course may take an average student approximately 60 hours to complete, including the assessment. You can register

at any time and you will have a **full year** in which to complete the course.

Course materials

You receive: course manual, with exercises and activities, assignments, a study guide to help you plan your studies, and assessment materials.

Assessment method

Each element is followed by a written assignment, which you submit for marking by your Tutor. No external examination is required. Certification is included.

Tutor support

As well as marking your assignments, your Tutor is available for help by telephone and/or email.

○ ACCREDITATION

This course is provided in conjunction with Kendal Publishing Ltd, a licensed **NCFE** centre, and is equivalent to Level 2 on the National Qualifications Framework. NCFE is recognised as an awarding body by the Office of the Qualifications & Examinations Regulator (Ofqual) in England, DCELLS in Wales and CCEA in N Ireland.

○ **PRICE** **£250** including registration, materials, tuition and validation

Or £60 deposit and 4 monthly payments of £50 (£260) (instalments UK only)

Overseas: EU postage included or £20 courier. World: Add £20 Airmail signed-for delivery.

THE DISTANCE LEARNING PARTNERSHIP

○ **OUTLINE CONTENT**

Module 1: What is Customer Service Excellence?

- Why plan for excellence
- Traditional quality systems
- Modern quality systems

Module 2: Why is Service Excellence Important?

- Financial necessity
- Legal necessity
- Marketing necessity
- Survival necessity
- Stakeholder necessity

Module 3: What Do Customers Want?

- Identification of needs
- Revealed & expected requirements
- Emotional requirements
- Finding out what customers want
- Market research

Module 4: How to Plan for Service Excellence

- Where do you fit in?
- Deciding on standards

- Benchmarking
- Making a plan

Module 5: How to Deliver Excellence

- Project plan with milestones
- Quality requirements and objectives
- Conventions & standards
- Controlling change
- Resources & deliverables
- Supplier control
- Quality techniques

Module 6: How to Monitor Excellence

- Quality assurance
- Corrective action
- Design reviews
- Testing & Reliability
- Training

Module 7: How to Maintain Excellence

- Quality evaluation
- Improving skills
- Improving service

○ **COURSE PROVIDER**

You will become a registered student of **Study House**, which is part of Kendal Publishing Ltd.



info@study-house.com

○ **HOW TO APPLY**

Complete our enrolment form, and send with payment (or deposit and completed Banker's Standing Order) to:

The Distance Learning Partnership
FREEPOST SEA9262
West Horsley
LEATHERHEAD
KT24 6BR

OVERSEAS Send to:
Distance Learning Partnership
PO Box 52
EAST HORSLEY Great Britain
KT24 6YQ

Or: Tel: **01483 285626** to enrol by phone or to pay your deposit by credit card

Or: Enrol online via our website www.distancelearningpartnership.co.uk

For advice by e-mail: info@distancelearningpartnership.co.uk

NOTE: We can invoice your employer on receipt of an official purchase order signed by the appropriate person.



The Distance Learning Partnership is a member of the **Association of British Correspondence Colleges** to whose Code of Ethics we subscribe.

