



BRENTWOOD
OPEN LEARNING COLLEGE

DIPLOMA IN

CUSTOMER SERVICES

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk

Course Introduction:

Diploma in Customer Services has been designed to equip students with the knowledge, skills and confidence to succeed as customer service professionals for excellent and effective customer service delivery.

Effective customer service delivery is crucial for all types of business whether they are private, public or non profit. But it cannot just happen by itself, it has to be planned and delivered with the participation of staff at all levels. The staff needs appropriate training in order to develop customer service skills. The customer service skills learnt on this course can be effectively applied to a wide range of roles and industries and enable the course participants to manage customer services systems and processes which have a direct and indirect impact on customers.

“The course was very enjoyable and informative. Marking and feedback was prompt which is another major plus. Being an online course it made it easy for me to juggle around work, friends and family. Would definitely recommend it.”

Laura Smith

Course Benefits	BOLC Diploma
Accredited Course	✓
Full Tutor Support	✓
Delivered through distance learning	✓
Self paced, no fixed schedules	✓
Available to students any where in the world	✓
Interest Free Fee Instalments	✓



Course Duration: 1 Year (Flexible)

Entry Requirement:

There is no particular entry requirement for this course.

Course Accreditation:

Diploma in Customer Services
(Level 4)

Awarding Body: ABC Awards

Fee Schedule:

Total Fee: **£560** (Including Admission Fee)

Admission Fee: **£104**

12 Monthly Instalments: £38 / Month

There is **£100** discount if fee is paid in full.

Discounted fee: £460

ABC awards
Part of the emfec group

**Quality Licence
Scheme**



UNIT 1**Introduction to Customer Services**

Elements of Customer Service
 Classification of Customer Service
 Service Quality & Customer Service
 Effects of Poor Service on a Business
 Customer Satisfaction
 Caring for Existing Customers
 Importance of Customer Feedback

UNIT 2**Understanding Your Customers**

Introduction
 Common Expectations to Consider
 Customers Stated and Unstated
 Needs
 Listening, Questioning and
 Confirming
 What The Customer Really Needs

UNIT 3**What is Customer Focused Organisation**

Style Of Leadership
 Developing a Reward and Recognition Scheme
 Criteria for Rewards
 The Framework to Monitor and Measure Performance

UNIT 4**Developing Customer Service Strategy**

Mission and Vision
 Objectives
 Strategy
 Important Areas to Focus for Customer Service Strategy
 Establishing customer focused culture

UNIT 5**Implementing a Service Excellence Strategy**

Continuous Improvement
 Establish a Steering Group
 Marketing a Service Strategy
 Introducing the Programme to Employees

UNIT 6**Training and Development for Customer Service**

The Importance of Training and Development in Customer Service
 Training and Development Methods
 Building Customer Service Into All Training And Development Activities

UNIT 7**Importance of Effective Communication**

Developing A Communications Strategy
 Communicating Service To External Customers
 Communication of Service Quality to the Internal Customer

UNIT 8**Building Long-term Customer Relations**

Customer Relations
 Repeat Business
 Satisfaction and Delight
 Why Companies Want Relationships with Customers

UNIT 9**Dealing with Unprofitable Customers**

Customer Behaviour and Customer Behaviour Database
 Change Unprofitable Customer into Profitable Customer
 Evaluating Your Customers' Value, Segment By Segment

UNIT 10**Importance of Customer's Feedback**

Barriers to Listening
 The Monitoring Of Complaints
 The Value Of Listening To Customers
 Monitoring Customer Satisfaction
 Self-Completion Questionnaires
 Measuring Customer Loyalty

UNIT 11**Complaints Handling**

Performance Response Standards
 Reasons for Customer Grievances
 Type Of Complainers
 Complaint Management
 Complaints Analysis Reports
 Implement, Monitor and Review

UNIT 12**Empowerment & Ownership**

Valued Employees Value Customers
 Empowerment is appropriate for all organizations
 Developing a Set of Discretionary Awards

Your Learning Experience - FAQs

How is the course delivered?

Guided learning hours for the course are 200 to 250. The course is flexible you can work according to your own schedule. The course is assignment based after each course unit you will complete an assignment which you will submit to your tutor for marking. The tutor will mark the assignment and will upload feedback on the portal within 10 working days of the assignment being submitted. On successful completion of the unit you will move on to the next unit and this you will complete your course. There is no formal exam to take at the end.

How will I study?

When you enrol on this course you are assigned a personal expert tutor, to guide and encourage you throughout your studies with the College. Your tutor will be available throughout your course to give you help with specific issues, and difficult topics. Relevant practical exercises and projects are introduced throughout the course aimed at applying the theory and skills learnt.

What is so special about this course?

This is a unique course. We start from the very basics and give you all the essential knowledge required for working in the field successfully.

What support do students get?

Learning Material

All the core learning material will be provided to you from the college. You don't have to buy any text books. However we encourage our students to conduct their own further reading.

Additional Supporting Material

Additional support material and useful links are available on the LMS (Learning Management System) for further reading.

Tutor Support

When you enroll on any of our courses you are assigned a personal tutor to support you with your studies. You complete all this work under the supervision and guidance of your tutor who provides you feedback on your assignments and course work on regular basis throughout your course.

Online Discussion Forum

Our online forums enable you to share ideas with other students and support each other throughout your studies. Tutor's regularly review the forums and reply to student's questions or concerns.

Is the course accredited?

This course has been accredited under ABC Awards QLS (Quality License Scheme) by Brentwood Open Learning College. ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government for their qualifications on the national framework i.e. the Qualifications and Curriculum Framework (QCF). It has a long established reputation for developing and awarding high quality vocational qualifications across a wide range of industries.

As a registered charity, ABC Awards combines 180 years of examination and assessment expertise but also implements a responsive, flexible and innovative approach to the needs of our customers.

How much does it cost?

The full course fee is **£560**

There are two Options available for you.

Option 1

When paying full fee in advance you will get **£100** fee discount and will pay **£460** for the complete course.

Option:2

When paying in instalments you will pay **£560** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£104**. Then **12** instalments of **£38** each.

The fee covers complete cost of your course which includes: the cost of registration, course study material, tutor support and certification fee.

Payment Methods

We at BOLC offer you the variety of payment methods to make the payment process easily manageable. You can choose any of the following methods to pay your fee:

- ☞ **Credit or Debit Card**
- ☞ **PayPal**
- ☞ **Bank Transfer**

Can I pay my fees in instalments?

Yes, you can pay your fee in up to 12 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.

Career opportunities

Good customer service skills are important in all industries. You could work in all kinds of employment sectors including; retail, finance, travel, telecommunications, manufacturing and local authorities. With experience, you could progress to team leader, customer services manager, or (depending on the type of employer) into sales or account handling.

How to Apply?

Online:

You can enroll online by completing the **Apply Online** form on **www.bolc.co.uk**

OR

Email:

You can contact us on **admissions@bolc.co.uk** and we will send you all the course information along with the application form which you can fill in and return to us on the same email. After processing your application form we will send you an invoice for the payment of your fee along with guidance on making payment.



Apply Now!



CONTACT US

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