

NCFE Level 2 Certificate in Principles of Customer Service



Objectives

- ◆ Principles of customer service and delivery
- ◆ Understand customers
- ◆ Understand employer organizations
- ◆ Understand how to communicate with customers

Topics/Content outline

1. Explain the purpose and scope of customer service
2. Identify their own role in ensuring that a brand promise is delivered.
3. Explain how cultural factors can affect customers' expectations
4. Describe different methods of attracting customers and retaining their loyalty
5. Explain the differences between the private sector, public sector and voluntary sector
6. Describe the internal and external influences on organisations
7. Explain why 'customer service language' is used
8. Describe practices for producing different forms of written communications

Target Audience

Duration

185 hrs :Total Qualification time TQT

Price

600 BD

Preparation for Life and Work

Tel: 77111176 / 35554382
www.delmonacademy.com

