

Principles of Customer Service



Course Overview

This course delves into the fundamentals of what makes good customer service. It provides essential skills and knowledge to confidently work in a wide range of customer-facing roles. Key Topics include understanding data, managing personal information, supporting customer needs and assisting with events and resolving problems.

Completing the qualification will create a solid foundation in customer services boosting your chances of employability and applying the skills in a variety of job roles.

What You Will Study

Unit 1: Principles of customer service and delivery

This unit will provide the fundamental knowledge and understanding needed to work in a customer service role. Develop knowledge of the legal and ethical requirements that relate to customer service and maintaining customer service information.

Unit 2: Understand customers

This unit develops knowledge of the different types of customers. Study the links between good customer service and customer loyalty, as well as how these factors affect the organisation in terms of reputation and image.

Unit 3: Understand employer organisations

Look at a variety of organisational structures and the differences between private, public and voluntary sectors. Discover the internal and external influences on organisations, and why change in the business environment is important.

Unit 4: Understand how to communicate with customers

Gain a thorough understanding of the importance of effective communication in customer service. Look at different communication techniques and how to identify and adapt your own communication style in order to offer the best service possible.

Unit 5: Understand how to handle customer information

This unit will provide the knowledge of customer service information systems and handover procedures. Learn about the different responsibilities and levels of authority for processing customer service information.

Unit 6: Understand how to resolve problems and deliver customer service to challenging customers

This unit will provide a solid foundation of knowledge to enable you to deal with challenging customers. Develop knowledge of techniques available to resolve problems and manage unresolved problems by referring to other sources.

Unit 7: Understand how to develop customer relationships

Within this unit, gain an understanding of how to develop relationships with customers or potential customers. Also study the value of customer loyalty and the customer's expectations.

How You Will Be Assessed

You will be assessed through a variety of different written tasks and short answers questions. These will be under the command verbs such as List, Describe, Explain etc

Entry Requirements

There are no entry requirements for this course however you will be asked upon enrolment what your previous qualifications are.

START DATE

Available to enrol from August 2026

LEVEL

Level 2

STUDY MODE

Part-time

DURATION

16 weeks

AWARDING BODY

TQUK

LOCATION

Online Learning



For further information about this course, including Entry Requirements, Assessments and Further Study, scan the QR code.

Need More Information?

For additional course information please contact the Course Information Team on **01924 789111** or email courseinfo@heartofyorkshire.ac.uk.

To learn more about the Heart of Yorkshire Education Group, our facilities and how we can support you please visit our website www.heartofyorkshire.ac.uk.

Quick Links



How to Apply



Student Support



Virtual Tours



Fee Information

Funding is available for this course subject to Post Code.

Further Study

Upon completion of this course, you can progress to:

- Level 2 Business Administration
- Level 2 Working with and Supporting Individuals with Learning Difficulties
- Level 2 Equality and Diversity

