

- **Web-based e-learning with Online Tutor support**
- **Matches National Occupational Standards**
- **Accredited programme leading to ABP Certificate**



# Award for Customer Service Professionals

The most successful organisations acknowledge the key importance of excellent Customer Service. Research shows that if you provide service excellence - along with quality products and services - your customers will return to you time and time again. They will reward you with their loyalty.



The Award for Customer Service Professionals (based on the successful book, *The Best Practice Guide for Customer Service Professionals*) is an online qualification for all those who deal with customers - including internal customers. The Award is written and delivered by the UK Customer Service learning specialist, Customer 1st International. Endorsed by the Institute of Customer Service, the Award is also accredited by the Awarding Body ABP (Association of Business Practitioners) - so you can be sure that it is of consistently high quality.

**David Parsons (CEO, Institute of Customer Service):**

*"I wholeheartedly recommend *The Best Practice Guide for Customer Service Professionals* to any organisation or individual wanting to work to the new National Occupational Standards in Customer Service.*

*This resource is an ideal motivational tool for those working directly with customers. It can help to build, through the knowledge and skills of customer-facing people, today's essential prerequisite for organisational success - a reputation for delivering first-class Customer Service."*

**Comments from participants:**

*"Many courses aim at the very basics of customer service - however, this one went much further and delved into the changes that could be made to bring about improvements. The main benefits were in prompting you to consider the organisation's objectives, strategy, people and processes."*

*"I found the other participants had some very thought-provoking comments and the online tutor really did make you think about the scenarios she posed."*

**Key Features**

- **Online programme with proactive tutor support**
- **Easy to access by password entry to website**
- **Practical, team-based activities and self assessments**

# Benefits for Businesses

- Become a Customer Service leader in your sector
- Increase customer loyalty and employee retention
- Improve employee performance and link to organisational objectives for Customer Service
- Interactive, learner-friendly and motivational
- Reduce training and development costs
- Provides your business with best practice skills for customer service

Work-based activities encourage employees to identify great new ways of satisfying and delighting customers. Its match to the National Occupational Standards makes it just right for businesses that want to ensure their service is as good as, or better than others in the sector.

The content is based on cutting edge research from the UK's Institute of Customer Service. And because the Award sits in a web-based Virtual Learning Environment there are no worries about software to install or systems to configure. As long as you can provide internet access your employees can get straight on with their learning.

Learners are grouped into learning sets, and will discuss topics with colleagues through online forums. With your own employer account you will access detailed learner reports to monitor the progress your staff are making.



# Benefits for Individuals

- Study whenever and wherever you can access the internet
- Access your own learning account using login and password
- Stop and re-start at convenient times
- Relate your learning to your work with customers
- Advice from your own Online Tutor helps you make fast progress
- Straightforward multichoice assessment for each module
- Receive your own ABP Certificate on successful completion of all the modules



## Learning Content

The course is delivered in nine straightforward learning modules. Each one has self-assessments and activities to check understanding.

Participants maintain a learning log, enabling them to maximise the learning and improvement outcomes of the programme. The nine modules:

- 1 Basic Concepts of Customer Service**
- 2 Developing Relationships with Your Customers**
- 3 Customer Service in Different Organisations**
- 4 Features and Benefits**
- 5 Effective Communication**
- 6 Service Excellence Through Teamwork**
- 7 Delivery Systems**
- 8 Laws and Codes of Practice**
- 9 The You Factor**

## More Information

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