

Customer Service Level 3

ВИРТУАЛЬНЫЙ ПРАКТИКУМ

[Демо-версия](#)

Структура курса

Organise and Deliver Customer Service

Aims and Objectives Демо-версия

- Aims and Objectives: Organise and Deliver Customer Service ✓

i-ACT: Understand How to Organise Customer Service Delivery Демо-версия

- Promoting Products and Customer Service ✓

- People Involved in Customer Service ✓

- The Customer Journey ✓

- The Customer Journey ✓

- Organising Customer Service Delivery ✓

- Customer Service Delivery ✓

i-ACT: Explaining How to Organise Customer Service Delivery Демо-версия

- Wants, Needs and Expectations ✓

- Segmenting Customer Groups ✓

- Wants, Needs and Expectations ✓

- Differentiating Customer Wants, Needs and Segmentation ✓

- Organising Customer Service Delivery ✓

i-ACT: Be Able to Plan the Delivery of Customer Service

- Planning the Delivery of Customer Service

- Planning the Delivery of Customer Service

- Planning the Delivery of Customer Service

i-ACT: Be Able to Deliver Customer Service

- Dealing with Unexpected Additional Workloads

- Addressing Points of Service Failure

- Delivering Customer Service

- Delivering Customer Service

Understanding the Customer Service Environment

Aims and Objectives Демо-версия

- Aims and Objectives: Understanding the Customer Service Environment ✓

i-ACT: Understanding the Concepts and Practices Underpinning Customer Service Delivery Демо-версия

- Customer Service Delivery ✓

- Customer Journey ✓

- Customer Service Delivery ✓

- Customer Journey ✓

- Customer Service Delivery and the Customer Journey ✓

i-ACT: Understanding the Relationship Between Customer Service and a Brand Демо-версия

- Branding ✓
- Influencing Perception and Impact of Customer Service ✓
- Branding and the Impact of Customer Service ✓
- Influencing Perception ✓
- The Relationship Between Customer Service and a Brand ✓

i-ACT: Understanding the Structure of Customer Service Демонстрация

- Customer Service Models and Standards ✓
- The Costs and Benefits of Customer Service to an Organisation ✓
- The Relationship Between Customer Service and the Areas of an Organisation ✓
- Models and Standards and Costs and Benefits ✓
- Understand How Customer Service Relates to Areas of an Organisation ✓
- The Structure of Customer Service ✓

i-ACT: Explaining the Structure of Customer Service

- The Structure of Customer Service
- Understanding Customer Service Structure
- Customer Service Structure

i-ACT: Understanding the Implications of Legislation on Customer Service Delivery

- Implications of Legislation
- Implications of Legislation
- Implications of Legislation
- Implications of Legislation on Customer Service Delivery

Resolving Customer Problems

Aims and Objectives

- Aims and Objectives: Resolving Customer Problems

i-ACT: Understanding the Monitoring and Resolution of Customer Problems

- A Range of Techniques for Monitoring Customer Problems
- Negotiating Techniques
- Resolving Customer Problems
- Understanding a Range of Techniques to Resolve Customer Problems
- Understanding the Value of Resolving Customer Problems
- Recognising, Understanding and Resolving Customer Problems
- Ways to Understand Customer Problems and Begin Resolving Them
- Moments of Truth, Touch Points and Problem Resolution

i-ACT: Understanding Customer Problems

- The Nature and Cause of Customers' Problems
- When Customer Problems Should Be Treated As Complaints
- Understanding the Value of Customer Problems
- Customer Problems and Complaints Procedures
- Understanding and Resolving Customer Problems

i-ACT: Solving Customer Problems

- Dealing with Customer Problems

- Policies, Procedures and Requirements
- Resolving Customer Problems
- Resolutions, Benefits and Drawbacks of Customer Problems
- Customer Problems and Resolutions
- Solving Customer Problems

Principles of Business

Aims and Objectives

- Aims and Objectives: Principles of Business

i-ACT: Understand Business Markets

- Business Market Overview
- Interactions Between Businesses Within a Market
- Different Types of Business Market
- Understanding the Features of a Business Market
- Understanding Different Business Market Types and Their Characteristics

i-ACT: Understand Organisational Goals Within Business Markets

- Overview of Organisational Goals for Businesses
- Market Forces and Organisational Goals
- Understand Different Goals in Business Markets
- How Market Forces Affect Organisational Goals
- Goals of an Organisation Within Business Markets

i-ACT: Understand Legal Obligations Within Business Markets

- Overview of Legal Obligations
- Business Legislation
- Different Business Types and Their Requirements
- Understanding Business Legislation
- Knowledge of Legal Obligations for Businesses

i-ACT: Understand Business Innovation and Growth

- Defining Business Innovation
- Identify Sources of Support and Guidance for Innovation
- Understanding Business Innovation
- Identifying Sources for Business Innovation
- Understanding Business Innovation Growth and Sources

i-ACT: Understand Business Processes for Innovation and Growth

- Eight Stages of Product or Service Development
- Eight Stages of Product or Service Development
- Understanding the Eight Stages of Product or Service Development
- Eight Stages of Product or Service Development

i-ACT: Understand Business Risks Associated with Innovation and Growth

- Innovation Benefits, Risks and Implications
- Innovation Benefits, Risks and Implications
- Understanding Innovation Benefits, Risks and Implications
- Innovation Benefits, Risks and Implications

i-ACT: Understand Financial Management

- The Full Scope of Financial Management
- The Full Scope of Financial Management
- Understanding Financial Management
- The Full Scope of Financial Management

i-ACT: Understand Financial Viability

- Understanding Financial Viability
- Understanding Financial Viability
- Understanding Financial Viability

i-ACT: Understand the Impact of Poor Financial Management

- Poor Financial Management Overview
- Mismanagement Review
- Definitions of Mismanagement

i-ACT: Understand Business Budgeting

- Business Budgeting Overview
- Understanding Types of Business Budgeting
- Understanding Business Budgeting
- Understanding Business Budgeting and Types

i-ACT: Understand Sales and Marketing

- Marketing Principles Overview
- Sales and Marketing Overview
- Marketing Definitions
- Sales and Marketing

i-ACT: Understand Sales and Marketing Research

- Overview of Sales and Marketing Research
- Features of Market Research
- Sales and Marketing Input

i-ACT: Understand the Value of Branding in Sales and Marketing

- Branding in Sales and Marketing
- The Value of Branding in Sales and Marketing
- Features of Brands

i-ACT: Understanding the Relationship Between Sales and Marketing

- Overview of the Relationship Between Sales and Marketing
- Differences Between Sales and Marketing
- The Relationship Between Sales and Marketing

Understand Customers and Customer Retention

Aims and Objectives

- Aims and Objectives: Understand Customers and Customer Retention

i-ACT: Understand Customer Relationship Management

- Customer Relationship Management and Segmenting
- Customer Experience and Market Segmentation
- Market Segmentation
- Understanding Customer Experience and Market Segmentation

i-ACT: Understand the Purpose of Customer Relationship Management

- The Purpose and Scope of Customer Relationship Management
- An Effective Customer Relationship Management System
- Understanding Customer Relationship Management
- Features of an Effective CRM System
- Features of an Effective CRM System
- The Purpose of Customer Relationship Management

i-ACT: Understanding Customer Retention

- Customer Retention
- Customer Retention
- Customer Retention

i-ACT: Understand the Measurement of Customer Satisfaction

- Analysing Data and Setting Targets
- Analysing Data and Setting Targets
- Measuring Customer Satisfaction

i-ACT: Techniques for the Measurement of Customer Satisfaction

- Techniques for the Measurement of Customer Satisfaction
- Measuring Customer Satisfaction
- Measuring Customer Satisfaction

Managing Personal and Professional Development

Aims and Objectives

- Aims and Objectives: Manage Personal and Professional Development

i-ACT: Being Able to Identify Personal and Professional Development Requirements

- Creating a Personal or Professional Development Plan
- Creating a Personal or Professional Development Plan
- Creating a Personal or Professional Development Plan

i-ACT: Being Able to Fulfill a Personal and Professional Development Plan

- Fulfilling a Personal or Professional Development Plan
- Fulfilling a Personal or Professional Development Plan
- Fulfilling a Personal or Professional Development Plan

i-Practice: Creating a Personal Development Plan for an Employee

- Creating a Personal Development Plan for an Employee
- Creating a Personal Development Plan for an Employee (Assessment)

Resolving Customer Complaints

Aims and Objectives

- Aims and Objectives: Resolving Customer Complaints

i-ACT: Understanding the Monitoring and Resolution of Customer Complaints

- Monitoring and Resolving Customer Complaints
- Escalation, Liability and Compensation
- Monitoring and Resolving Customer Complaints
- Recording Feedback and Conflict Management
- Monitoring and Resolving Customer Complaints

i-ACT: Being Able to Deal with Customer Complaints

- Achieving a Successful Outcome
- Advantages and Drawbacks of Different Complaint Responses
- Handling and Recording Complaints in Line with Organisational Policies
- Effective Complaint Handling
- Handling Complaints Successfully
- Dealing with Customer Complaints

i-Practice: Dealing with a Customer Complaint About a Failed Delivery

- Dealing with a Customer Complaint About a Failed Delivery
- Dealing with a Customer Complaint About a Failed Delivery (Assessment)

i-Practice: Dealing with a Customer Complaint About a Faulty Item

- Dealing with a Customer Complaint About a Faulty Item
- Dealing with a Customer Complaint About a Faulty Item (Assessment)

Communicating Verbally with Customers

Aims and Objectives

- Aims and Objectives: Communicating Verbally with Customers

i-ACT: Understand How to Communicate Verbally with Customers

- Effective Communication in Customer Service
- Communicating Effectively with Customers
- Effective Communication in Customer Service
- Communicating Effectively with Customers
- Effective Communication and the Customer Experience

i-ACT: Be Able to Use Customer Service Language to Communicate with Customers

- Using Customer Service Language to Communicate
- Using Customer Service Language to Communicate
- Maintaining Organisational Standards, Policies and Procedures, Laws and Ethics
- Using Customer Service Language to Communicate

Communicating with Customers in Writing

Aims and Objectives

- Aims and Objectives: Communicating with Customers in Writing

i-ACT: Communicating with Customers in Writing

- Purposes of Written Communication
- Best Practice When Producing Written Communication
- Communicating with Customers in Writing
- Methods of Communication
- Methods of Written Communication

i-ACT: Planning Written Communication with Customers

- Planning Written Communication with Customers
- Planning Written Communication with Customers
- Composing a Letter
- Writing a Letter
- Planning Written Communication with Customers. Part 1

- Planning Written Communication with Customers. Part 2
- Composing a Letter

Exceed Customer Expectations

Aims and Objectives

- Aims and Objectives: Exceed Customer Expectations

i-ACT: Understand How to Exceed Customer Expectations

- Understand How to Exceed Customer Expectations
- Understand How to Exceed Customer Expectations
- Customer Expectations and Legal Responsibilities
- The Service Offer and Adding Value
- Understanding Exceeding Customer Expectations

i-ACT: Be Able to Exceed Customer Expectations

- Being Able to Exceed Customer Expectations
- Ability to Exceed Customer Expectations
- Key Words on Exceeding Customer Expectations
- Being Able to Exceed Customer Expectations

i-Practice: Going the Extra Mile

- Going the Extra Mile
- Going the Extra Mile (Assessment)

i-Practice: Accommodating the Customer's Preferences

- Accommodating the Customer's Preferences
- Accommodating the Customer's Preferences (Assessment)

Negotiating in a Business Environment

Aims and Objectives

- Aims and Objectives: Negotiating in a Business Environment

i-ACT: Understanding Negotiation Strategies

- Understanding Negotiation Strategies
- Understanding Negotiation Strategies
- Understanding Negotiation Strategies

i-ACT: Negotiating in a Business Environment

- Negotiation Styles and Approaches
- Principles Underpinning the Negotiation Process
- Understanding Negotiation Styles and Principles
- Understanding Negotiation Styles and Principles

i-ACT: Learning to Carry Out Business Negotiations

- Factors of Carrying out a Business Negotiation
- Factors of Carrying out a Business Negotiation
- Carrying out a Business Negotiation
- Factors of Carrying out a Business Negotiation

i-Practice: Creating a Pre-Negotiation Plan

- Creating a Pre-Negotiation Plan
- Creating a Pre-Negotiation Plan (Assessment)

i-Practice: Carrying Out a Negotiation

- Carrying Out a Negotiation
- Carrying Out a Negotiation (Assessment)

Promoting Equality, Diversity and Inclusion in the Workplace

Aims and Objectives

- Aims and Objectives: Promoting Equality, Diversity and Inclusion in the Workplace

i-ACT: Understanding the Organisational Aspects of Equality, Diversity and Inclusion in the Workplace

- Introducing Equality, Diversity and Inclusion
- The Impact of Equality, Diversity and Inclusion
- Equality, Diversity and Inclusion
- Equality, Diversity and Inclusion

i-ACT: Understanding the Personal Aspects of Equality, Diversity and Inclusion in the Workplace

- Protected Characteristics
- Discriminatory Behaviour
- The Personal Aspects of Equality, Diversity and Inclusion
- The Personal Aspects of Equality, Diversity and Inclusion

i-ACT: Being Able to Support Equality, Diversity and Inclusion in the Workplace

- Supporting Equality, Diversity and Inclusion
- Supporting Equality, Diversity and Inclusion
- Supporting Equality, Diversity and Inclusion

Employee Rights and Responsibilities

Aims and Objectives

- Aims and Objectives: Employee Rights and Responsibilities

i-ACT: Organisations and Industries

- Organisations and Career Pathways
- Codes of Practice and Representative Bodies
- Organisations and Career Pathways
- Codes of Practice and Representative Bodies
- Organisations and Industries

i-ACT: Employer and Employee Rights and Obligations

- Employment Rights
- Employment Obligations
- Employment Rights
- Employment Obligations
- Employment Rights and Obligations

i-ACT: Employer's Expectations and Employment Rights and Responsibilities

- Professional Conduct
- Procedures, Documents and Sources of Information
- Professional Conduct
- Procedures, Documents and Sources of Information
- Employment Expectations, Rights and Responsibilities

Delivering Customer Service to Challenging Customers

Aims and Objectives

- Aims and Objectives: Delivering Customer Service to Challenging Customers

i-ACT: Understanding the Delivery of Customer Service to Challenging Customers

- The Behaviours of Challenging Customers and How to Deal with Them
- Dealing with Challenging Customers
- Delivering Customer Service to Challenging Customers
- Understanding Procedures, Behaviours and Techniques
- Understanding Delivering Customer Service to Challenging Customers

i-ACT: Learning to Deal with Challenging Customers

- Ways of Dealing with Challenging Customers
- Understanding the Balance, Viability and Requirements to Be Met
- Types of Challenging Customers and How to Deal with Them
- Understanding Challenging Customers. Part 1
- Understanding Challenging Customers. Part 2
- Dealing with Challenging Customers

i-Practice: Dealing with Language Barriers in Customer Service Delivery

- Dealing with Language Barriers in Customer Service Delivery
- Dealing with Language Barriers in Customer Service Delivery (Assessment)

i-Practice: Dealing with an Angry Customer

- Dealing with an Angry Customer
- Dealing with an Angry Customer (Assessment)

Use Social Media to Deliver Customer Service

Aims and Objectives

- Aims and Objectives: Use Social Media to Deliver Customer Service

i-ACT: Understand Social Media in a Business Environment

- Social Media and Customer Service
- Social Media and Customer Service
- Social Media and Customer Service

i-ACT: Be Able to Deal with Customers Using Social Media

- Dealing with Customers Using Social Media
- Dealing with Customers Using Social Media
- Using Social Media in Customer Service

Negotiating, Handling Objections and Closing Sales

Aims and Objectives

- Aims and Objectives: Negotiating, Handling Objections and Closing Sales

i-ACT: Understand How to Handle Objections and Negotiate with the Customer

- Preparing for Negotiation
- Different Methods of Negotiation
- Negotiation and Objections
- Negotiation and Objections

i-ACT: Be Able to Prepare for Objections and Negotiations with the Customer

- Preparing for Objections and Negotiations
- Preparing for Objections and Negotiations
- Preparing for Objections and Negotiations

i-ACT: Be Able to Handle Objections

- Handling Objections
- Handling Objections
- Understanding Handling Objections

i-ACT: Be Able to Negotiate with the Customer

- Negotiating with the Customer
- Understanding Negotiating with the Customer
- Ability to Negotiate with the Customer

i-ACT: Be Able to Close the Sale Following Negotiation

- Closing the Sale
- Ability to Close the Sale
- Closing a Sale After Negotiations