# Certificate in Customer Service

## Level 2

City & Guilds

A City & Guilds Group Business

# 4417-02 Level 2 Certificate in Customer Service (500/6329/7)

| ■ Course | ■ Topic | ■ Task Page |
| --- | --- | --- |

| Level 2 Certificate in Customer Service | The principles of customer service | The purpose of customer service | Types of customers | Organisation types | Products and services | |
| --- | --- | --- | --- | --- | --- | --- |
| | Customer needs and expectations | Customer expectations | Customer feedback | Brand identity | | |
| | Customers' problems or complaints | Customer conflict and complaints | Communicating effectively | Interpersonal skills | Non-verbal communication | Professionalism |
| | Team working skills | Effective team working | | | | |
| | Legislation | Legislation and regulations | Health and safety | Equality, diversity and inclusion | Keeping information confidential | |
| | Personal development | Personal development | | | | |

*Optional units dependant on the specialism of the learner

# Content Mapping

| Learning content: | 1.1 | 1.2 | 1.3 | 1.4 | 1 | 1 | 1 | 1 | 1 | 1.10 | 2.1 | 2.2 | 2.3 | 2.4 | 2 | 2 | 2 | 2 | 3 | 3.2 | 3.3 | 3.4 | 3 | 4 | 4.2 | 4.3 | 5 | 5.2 | 5.3 | 5.4 | 5 | 5 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The purpose of customer service | ● | ● |  |  |  |  |  |  |  |  |  |  |  |  |  | ● | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Types of customers |  |  | ● | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Organisation types |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Products and services |  |  |  |  | ● | ● | ● | ● | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Customer expectations |  |  |  | ● |  |  |  |  |  |  | ● | ● | ● | ● |  |  |  |  |  |  | ● |  |  |  |  |  |  |  |  |  |  |  |
| Customer feedback |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Brand identity |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |  | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Customer conflict and complaints |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Communicating effectively |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |  |  |  |  |  | ● | ● |  |
| Interpersonal skills |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |  |  |
| Non-verbal communication |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● | ● |  |  |  | ● |  |  |  |  |  |  |
| Professionalism |  |  |  | ● |  |  |  |  |  |  | ● |  |  |  |  |  |  |  |  |  |  | ● | ● |  |  |  |  |  |  |  |  |  |
| Effective team working |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● | ● |  |  |  |  |  |  |  |
| Legislation and regulations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |  |
| Health and safety |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |
| Equality, diversity and inclusion |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● |  |  |  |  |
| Keeping information confidential |  |  |  |  | ● |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | ● | ● | ● |
| Personal development |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Unit 201

# Content Mapping

| Learning content: | Unit 202 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1.1 | 1.2 | 1.3 | 1.4 | 1 | 1 | 1 | 2.1 | 2.2 | 2.3 | 2 | 2 | 3.1 | 3.2 | 3.3 | 3.4 | 3 | 3 | 3 | 3 | 4.1 | 4.2 | 4.3 | 4.4 | 4 | 4 | 4 | 4 |
| The purpose of customer service | | | | | | | | | | | | | | | | | | | | | | ● | | | | | | |
| Types of customers | | ● | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organisation types | ● | | ● | | | | | | | | | | | | | | | | | | | | | | | | | |
| Products and services | | | | | ● | ● | ● | | | | | | | | | | | | | | | ● | | | | | | |
| Customer expectations | | | | | | | | ● | ● | ● | ● | ● | | | | | | | | | | | | | | | | |
| Customer feedback | | | | | | | | | | | ● | | | | | | | | | | | | | | | | | |
| Brand identity | | | | | | | | | | | | ● | | | | | | | | | | | | | | | | |
| Customer conflict and complaints | | | | | | | | | | | | | | | | | ● | ● | ● | ● | | | | | | | | |
| Communicating effectively | | | | ● | | | | | | | | | ● | ● | | ● | | | | | | | | | | | | |
| Interpersonal skills | | | | | | | | | | | | | | ● | | | ● | ● | ● | | | | | | | | | |
| Non-verbal communication | | | | | | | | | ● | ● | | | ● | | | | | | | | | | ● | | | | | |
| Professionalism | | | | | | | | | | | | | | | | | | | | | | | ● | | | | | |
| Effective team working | | | | | | | | | | | | | | ● | ● | | | | | | | | ● | | | | | |
| Legislation and regulations | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Health and safety | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Equality, diversity and inclusion | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Keeping information confidential | | | | ● | | | | | | | | | | | | | | | | | | | | | | | | |
| Personal development | | | | | | | | | | | | | | | | | | | | | | | | | ● | ● | ● | ● |