

# Advanced Professional Diploma in Customer Contact Strategy

The Advanced Professional Diploma is a flexible, work-based qualification for senior contact centre managers.

Based on industry standards, the qualification develops skills and provides professional recognition for senior contact professionals in all industry sectors.

- Course duration: 9 – 12 months
- Assessed through: discussion, workplace documentation and personal statement
- Supported through e.learning and onsite workshops
- Candidates must complete *eight* units, including a minimum of *two* units from Group B

Core Unit	
A1	Develop personal and organisational effectiveness
Group B	
B1	Health and safety in ICT and Contact Centres
B2	Customer care
B3	Remote support for products or services
B4	Contact Centre systems and technology
B5	Direct selling and customer acquisition in Contact Centres
Group C	
C1	Encourage innovation in your organisation
C2	Lead change
C3	Manage business processes
C4	Improve organisational performance
C5	Provide leadership in your area of responsibility
C6	Plan the workforce
C7	Develop a customer focussed organisation
C8	Manage the achievement of customer satisfaction

## Highlights

- Internationally recognised BTEC certification
- 60 – 90 minutes per week study & preparation time
- Assessed by experienced assessors
- No written exams or tests

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