

Diploma in Customer Contact Strategy

This Advanced Professional Diploma is a Level 5 qualification for strategic decision-makers. It provides valuable professional recognition for a comprehensive range of customer strategy, leadership and business management skills.

It is based on recognised occupational standards and is jointly certificated by Best Practice and Edexcel – the leading Awarding Body for vocational qualifications.

- Course duration: 9 – 12 months
- Assessed through discussion, testimony, workplace evidence and personal statements
- Supported by e.learning and optional in-company workshops

To achieve the qualification, candidates complete a total of *eight* units, including at least *two* units from Group B.

BTEC

Mandatory unit
■ Develop personal and organisational effectiveness
Optional units – Group B
■ Health and safety in ICT and Contact Centres
■ Customer care
■ Remote support for products or services
■ Contact Centre systems and technology
■ Direct selling and customer acquisition in Contact Centres
Optional units – Group C
■ Encourage innovation in your organisation
■ Lead change
■ Manage business processes
■ Improve organisational performance
■ Provide leadership in your area of responsibility
■ Plan the workforce
■ Develop a customer focussed organisation
■ Manage the achievement of customer satisfaction

Highlights

- Internationally recognised BTEC Diploma
- Based on recognised Level 5 occupational standards
- 60 – 90 minutes per week study & preparation time
- Assessed in the workplace by experienced assessors