

ILM Advanced Award in Customer Contact

Programme Aims

- To develop a broad range of customer contact, team working and personal management skills
- The course is aimed at experienced customer contact personnel who wish to develop and achieve certification for their skills

Programme Overview

- Trainees complete eight course modules each lasting 3 hours (24 hours in total)
- Learning modules may be completed by attending in-company workshops or through e.learning.
- The course may be completed over any duration from four days to four months.

Module 1 Understanding Customers (3 hours) <ul style="list-style-type: none"> ■ Changing customer expectations ■ Needs and buying motives ■ Psychological and emotional needs ■ Customer types and profiles 	Module 2 Communicating with Customers (3 hours) <ul style="list-style-type: none"> ■ Understanding communication ■ Communication barriers and problems ■ Communication skills ■ Dealing with difficult customers
Module 3 Delivering Reliable Service (3 hours) <ul style="list-style-type: none"> ■ Reliability vs responsiveness ■ Achieving consistency in service ■ Meeting and exceeding expectations ■ Perception and reality in service delivery 	Module 4 Working in Teams (3 hours) <ul style="list-style-type: none"> ■ Understanding teams ■ Leadership skills ■ Negotiation and compromise ■ Managing conflict
Module 5 Solving Customer Problems (3 hours) <ul style="list-style-type: none"> ■ A systematic approach to problem solving ■ Asking the right questions ■ Creativity in problem solving ■ Learning from customer problems 	Module 6 Improving Customer Service (3 hours) <ul style="list-style-type: none"> ■ Why continual improvement is essential ■ Monitoring quality and perceptions ■ Barriers to change ■ Introducing change and improvement
Module 7 Maintaining Brand Values (3 hours) <ul style="list-style-type: none"> ■ Organisational values and positioning ■ Understanding competitive advantage ■ Responding to opportunities and threats ■ Adapting to a changing environment 	Module 8 Personal Management Skills (3 hours) <ul style="list-style-type: none"> ■ Planning and personal organisation ■ Managing time and priorities ■ Dealing with pressure ■ Positive thinking and attitude

The programme structure and content may be customised to meet specific business needs.

Delivery Options

	Option A	Option B	Option C	Option D	Option E
Workshop hours	24	18	12	6	0
Flexible learning hours	0	6	12	18	24

Assessment

- Four short knowledge assessments, observed calls, written assignment (1000 words) and optional final presentation.
- For delivery options A, B and C, knowledge assessments are delivered during course workshops.
- Calls may be observed during course workshops or in the workplace.
- For delivery options D and E, the knowledge assessment is completed remotely. Manager's testimony replaces the observed calls and presentation.

**Best Practice
Training & Development Ltd**

t +44 (0)1923 225225
f +44 (0)1923 224100
info@bestpractice.uk.com
www.bestpractice.uk.com