

# 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.

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

*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.