

ILM Award in Customer Contact

Programme Aims

- To develop essential customer contact and team working skills
- The course is aimed at customer contact personnel who wish to develop and achieve certification for their skills

Programme Overview

- Trainees complete four course modules each lasting 3 hours (12 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 two days to two months.

Programme Content

Module 1 Understanding Customers (3 hours)	Module 2 Communicating with Customers (3 hours)
<ul style="list-style-type: none"> ■ Changing customer expectations ■ Needs and buying motives ■ Psychological and emotional needs ■ Customer types and profiles 	<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)	Module 4 Working in Teams (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 	<ul style="list-style-type: none"> ■ Understanding teams ■ Leadership skills ■ Influencing skills ■ Managing conflict

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

Delivery Options

	Option A	Option B	Option C
Workshop hours	12	6	0
Flexible learning hours	0	6	12

Assessment

- Two short knowledge assessments and two observed calls.
- Calls may be assessed during course workshops or in the workplace.
- For delivery option C, the knowledge assessments are completed remotely.
- For delivery option C, manager's testimony replaces the observed calls.

Participants should either be working in, or intending to enter a customer contact role.

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