

May 2015

## City & Guilds

501/1840/7 Entry Level Award for Introduction to Customer Service (Entry 3)

### OVERVIEW

- What does this qualification cover?

This qualification covers the basic elements of how to deliver an excellent customer experience. Learners will develop their awareness of customer service concepts at Entry level 3.

The following unit must be covered within this qualification:

- Legislation, regulation and procedures to follow in customer service

Optional units include:

- Knowing how to handle telephone calls from customers
- Effective relationships with customers and colleagues
- Understanding the importance of behaviour and appearance
- The customer service job role

All learners will cover the mandatory core units and then a choice of optional units. 100% of the vocational learning in this qualification relates to the customer service sector.

This is a Framework qualification.

Who could take this qualification?

Entry level 3 will suit you if you currently have limited knowledge and experience of Customer Service but wish to gain a formal qualification at a basic level. The Entry level Award in Customer Service allows a limited choice of general units without having to commit more time to studying specialist areas of the sector. It provides a taste of the industry and allows the Award to be taken as part of a broader programme of study, including employability skills, personal development, English and/or maths. It is therefore suitable for learners returning to learning after a period of time and those currently unemployed.

This qualification is suitable for anyone from 16 years old or over.

This qualification is not a component of an apprenticeship framework.

---

1 Giltspur Street  
London  
EC1A 9DD  
T +44 (0)20 7294 2468  
F +44 (0)20 7294 2400  
[www.cityandguilds.com](http://www.cityandguilds.com)



## WHAT COULD THIS QUALIFICATION LEAD TO?

The learner could progress onto other qualifications such as:

- Level 1 Award/Certificate in Customer Service (4417)
- Level 2 NVQ in Customer Service (4430)
- Level 1 Award/Certificate in Business Administration (4418).

This qualification could lead to jobs such as:

- Customer service trainee
- Trainee call centre operator.

## WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by the following registered providers:

CAD Centre UK  
DC Training and Development Services  
Qube Learning (Qube Qualifications and Development Ltd)