



ILM LEVEL 2 - Award in Customer Awareness

This highly practical programme leads to a nationally recognised qualification focusing on elements of Customer Care. Assessment is via a range of activities based on the delegates' own work place, bringing about tangible improvements in working practices and in customer relationships.

DAY	TOPIC	SUMMARISED CONTENT	DATE
1	Induction + Introduction to Fulfilling customer requirements	<ul style="list-style-type: none">▪ Welcome & introductions▪ Understanding your customers - internal and external customers▪ "The customer experience" – from first impressions to follow up.▪ How to recognise different types of customers, their expectations and needs.▪ Nature and purpose of service standards within your own organizational context.▪ Using service level agreements and performance indicators – how these help to manage expectations.	Thursday 7 th November 2024
2	Understanding & maintaining customer relationships	<ul style="list-style-type: none">▪ The quality question – what is quality and how is it measured within your organization by customers?▪ Recognising the cost of poor quality and identifying ways to improve.▪ How do you know what customers want? Ways to find out – simple ways of initiating and obtaining customer feedback.▪ Analysing and recognizing the messages customers are giving – separating facts from opinion▪ Protecting data – legal requirements▪ Recording information.▪ Building rapport and understanding the customer relationship.▪ Handling typical "difficult" customer situations	Thursday 21 st November 2024
3	Providing a quality service	<ul style="list-style-type: none">▪ Understanding the customer experience at your organization – what messages do you give out?▪ Advantages and disadvantages of different methods of communicating with customers.▪ Telephone versus face-to-face customer care▪ Practical exercises to identify areas to improve in your own style of customer care.▪ How to maintain the relationship when things go wrong.▪ Dealing with customer complaints in the right way▪ Understanding customer rights.	Thursday 5 th December 2024
4	Tutorial Assessment and Practical Workshop	<ul style="list-style-type: none">▪ Delegates will be required to bring along copies of relevant policies and procedures from their own work place related to customer care.▪ An assessed interview, with supporting information will be carried out, as well as tutor guidance towards a short-written piece to demonstrate understanding.	Thursday 12 th December 2024

Venue: Challenge Consulting, Nottingham