

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. 	Monday 9 th June 2025
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 	Monday 16 th June 2025
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. 	Monday 30 th June 2025
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. 	Monday 7 th July 2025

Venue: Challenge Consulting, Nottingham
Price per Delegate £750 + VAT