

Chapter Nº	Topic, NOS codes	i-ACT/i-Practice	Module
1	<b>Organise and Deliver Customer Service</b>  L/506/2150	<b>Aims and Objectives</b>	
		i-ACT: Understand How to Organise Customer Service Delivery	i-Ask: Promoting Products and Customer Service i-Ask: People Involved in Customer Service i-Ask: The Customer Journey  i-Check: The Customer Journey i-Check: Organising Customer Service Delivery  i-Test: Customer Service Delivery
		i-ACT: Explaining How to Organise Customer Service Delivery	i-Ask: Wants, Needs and Expectations i-Ask: Segmenting Customer Groups  i-Check: Wants, Needs and Expectations i-Check: Wants, Needs and Expectations  i-Test: Organising Customer Service Delivery
		i-ACT: Be Able to Plan the Delivery of Customer Service	i-Ask: Planning the Delivery of Customer Service i-Check: Planning the Delivery of Customer Service  i-Test: Planning the Delivery of Customer Service
		i-ACT: Be Able to Deliver Customer Service	i-Ask: Dealing with Unexpected Additional Workloads i-Ask: Addressing Points of Service Failure i-Check: Delivering Customer Service  i-Test: Delivering Customer Service
2	<b>Understanding the Customer Service Environment</b>  Y/506/2152	<b>Aims and Objectives</b>	
		i-ACT: Understanding the Concepts and Practices Underpinning Customer Service Delivery	i-Ask: Customer Service Delivery i-Ask: Customer Journey  i-Check: Customer Service Delivery i-Check: Customer Journey  i-Test: Customer Service Delivery and the Customer Journey
		i-ACT: Understanding the Relationship Between Customer Service and a Brand	i-Ask: Branding i-Ask: Influencing Perception and Impact of Customer Service  i-Check: Branding and the Impact of Customer Service i-Check: Influencing Perception  i-Test: Relationship Between Customer Service and a Brand

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2	<b>Understanding the Customer Service Environment</b>  Y/506/2152	i-ACT: Understanding the Structure of Customer Service	i-Ask: Customer Service Models and Standards i-Ask: Costs and Benefits of Customer Service to an Organisation i-Ask: Relationship Between Customer Service and the Areas of an Organisation  i-Check: Models, Standards, Costs and Benefits i-Check: Understand How Customer Service Relates to Areas of an Organisation  i-Test: Structure of Customer Service
		i-ACT: Explaining the Structure of Customer Service	i-Ask: Structure of Customer Service i-Check: Understanding Customer Service Structure  i-Test: Customer Service Structure
		i-ACT: Understanding the Implications of Legislation on Customer Service Delivery	i-Ask: Implications of Legislation i-Check: Implications of Legislation  i-Test: Implications of Legislation. Part 1 i-Test: Implications of Legislation. Part 2
3	<b>Resolving Customer Problems</b>  K/506/2169	<b>Aims and Objectives</b>	
		i-ACT: Understanding the Monitoring and Resolution of Customer Problems	i-Ask: A Range of Techniques for Monitoring Customer Problems i-Ask: Resolving Customer Problems i-Ask: Negotiating Techniques  i-Check: Understanding a Range of Techniques to Resolve Customer Problems i-Check: Understanding the Value of Resolving Customer Problems i-Check: Recognising, Understanding and Resolving Customer Problems  i-Test: Ways to Understand Customer Problems and Begin Resolving Them i-Test: Moments of Truth, Touch Points and Problem Resolution
		i-ACT: Understanding Customer Problems	i-Ask: The Nature and Cause of Customer Problems i-Ask: When Customer Problems Should Be Treated As Complaints  i-Check: Understanding the Value of Customer Problems i-Check: Customer Problems and Complaints Procedures  i-Test: Understanding and Resolving Customer Problems

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3	<b>Resolving Customer Problems</b>  K/506/2169	i-ACT: Solving Customer Problems	i-Ask: Dealing with Customer Problems i-Ask: Policies, Procedures and Requirements i-Ask: Resolving Customer Problems i-Check: Resolutions, Benefits and Drawbacks of Customer Problems i-Check: Customer Problems and Resolutions i-Test: Solving Customer Problems
4	<b>Principles of Business</b>  D/506/1942	<b>Aims and Objectives</b>	
		i-ACT: Understand Business Markets	i-Ask: Business Market Overview i-Ask: Interactions Between Businesses Within a Market i-Check: Different Types of Business Market i-Check: Understanding the Features of a Business Market i-Test: Understanding Different Business Market Types and their Characteristics
		i-ACT: Understand Organisational Goals Within Business Markets	i-Ask: Overview of Organisational Goals for Businesses i-Ask: Market Forces and Organisational Goals i-Check: Understand Different Goals in Business Markets i-Check: How Market Forces Affect Organisational Goals i-Test: Organisational Goals Within Business Markets
		i-ACT: Understand Legal Obligations Within Business Markets	i-Ask: Overview of Legal Obligations i-Ask: Business Legislation i-Check: Different Business Types and Their Requirements i-Check: Understanding Business Legislation i-Test: Knowledge of Legal Obligations for Businesses
		i-ACT: Understand Business Innovation and Growth	i-Ask: Defining Business Innovation i-Ask: Identify Sources of Support and Guidance for Innovation i-Check: Understanding Business Innovation i-Check: Identifying Sources for Business Innovation i-Test: Understanding Business Innovation Growth and Sources

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4	<b>Principles of Business</b> D/506/1942	i-ACT: Understand Business Processes for Innovation and Growth	i-Ask: Eight Stages of Product or Service Development i-Check: Eight Stages of Product or Service Development i-Check: Understanding the Eight Stages of Product or Service Development i-Test: Eight Stages of Product or Service Development
		i-ACT: Understand Business Risks Associated with Innovation and Growth	i-Ask: Innovation Benefits, Risks and Implications i-Check: Innovation Benefits, Risks and Implications i-Check: Understanding Innovation Benefits, Risks and Implications i-Test: Innovation Benefits, Risks and Implications
		i-ACT: Understand Financial Management	i-Ask: The Full Scope of Financial Management i-Check: The Full Scope of Financial Management i-Check: Understanding Financial Management i-Test: The Full Scope of Financial Management
		i-ACT: Understand Financial Viability	i-Ask: Understanding Financial Viability i-Check: Understanding Financial Viability i-Test: Understanding Financial Viability
		i-ACT: Understand the Impact of Poor Financial Management	i-Ask: Poor Financial Management Overview i-Check: Mismanagement Review i-Test: Definitions of Mismanagement
		i-ACT: Understand Business Budgeting	i-Ask: Business Budgeting Overview i-Check: Business Budget Types i-Check: Business Budget Management i-Test: Budget Definitions
		i-ACT: Understand Sales and Marketing	i-Ask: Marketing Principles Overview i-Ask: Sales and Marketing Overview i-Check: Marketing Definitions i-Test: Organisation Behaviours
		i-ACT: Understand Sales and Marketing Research	i-Ask: Overview of Sales and Marketing Research i-Check: Features of Market Research i-Test: Sales and Marketing Research

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4	<b>Principles of Business</b>  D/506/1942	i-ACT: Understand the Value of Branding in Sales and Marketing	i-Ask: Branding in Sales and Marketing i-Check: The Value of Branding in Sales and Marketing i-Test: Features of Brands
		i-ACT: Understanding the Relationship Between Sales and Marketing	i-Ask: Overview of the Relationship Between Sales and Marketing i-Check: Differences Between Sales and Marketing i-Test: The Relationship Between Sales and Marketing
5	<b>Understand Customers and Customer Retention</b>  J/506/2910	<b>Aims and Objectives</b>	
		i-ACT: Understand Customer Relationship Management	i-Ask: Customer Relationship Management and Segmentation i-Check: Customer Experience and Market Segmentation i-Check: Market Segmentation i-Test: Understanding Customer Experience and Market Segmentation
		i-ACT: Understand the Purpose of Customer Relationship Management	i-Ask: The Purpose and Scope of Customer Relationship Management i-Ask: An Effective Customer Relationship Management System i-Check: Understanding Customer Relationship Management i-Check: Features of an Effective CRM System i-Test: The Purpose of Customer Relationship Management
		i-ACT: Understanding Customer Retention	i-Ask: Customer Retention i-Check: Customer Retention i-Test: Customer Retention
		i-ACT: Understand the Measurement of Customer Satisfaction	i-Ask: Analysing Data and Setting Targets i-Check: Analysing Data and Setting Targets i-Test: Measuring Customer Satisfaction
		i-ACT: Techniques for the Measurement of Customer Satisfaction	i-Ask: Techniques for the Measurement of Customer Satisfaction i-Check: Measuring Customer Satisfaction i-Test: Measuring Customer Satisfaction

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6	<b>Managing Personal and Professional Development</b>  T/506/2952	<b>Aims and Objectives</b>	
		i-ACT: Being Able to Identify Personal and Professional Development Requirements	i-Ask: Creating a Personal or Professional Development Plan i-Check: Creating a Personal or Professional Development Plan i-Test: Creating a Personal or Professional Development Plan
		i-ACT: Being Able to Fulfill a Personal and Professional Development Plan	i-Ask: Fulfilling a Personal or Professional Development Plan i-Check: Fulfilling a Personal or Professional Development Plan i-Test: Fulfilling a Personal or Professional Development Plan
		i-Practice: Creating a Personal Development Plan for an Employee	i-Practice: Creating a Personal Development Plan for an Employee i-Practice: Creating a Personal Development Plan for an Employee (Assessment)
7	<b>Resolving Customer Complaints</b>  R/506/2151	<b>Aims and Objectives</b>	
		i-ACT: Understanding the Monitoring and Resolution of Customer Complaints	i-Ask: Monitoring and Resolving Customer Complaints i-Ask: Escalation, Liability and Compensation i-Check: Monitoring and Resolving Customer Complaints i-Check: Recording Feedback and Conflict Management i-Test: Monitoring and Resolving Customer Complaints
		i-ACT: Being Able to Deal with Customer Complaints	i-Ask: Achieving a Successful Outcome i-Ask: Advantages and Drawbacks of Different Complaint Responses i-Ask: Handling and Recording Complaints in Line with Organisational Policies i-Check: Effective Complaint Handling i-Check: Handling Complaints Successfully i-Test: Dealing with Customer Complaints
		i-Practice: Dealing with a Customer Complaint About a Failed Delivery	i-Practice: Dealing with a Customer Complaint About a Failed Delivery i-Practice: Dealing with a Customer Complaint About a Failed Delivery (Assessment)

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7	<b>Resolving Customer Complaints</b> R/506/2151	i-Practice: Dealing with a Customer Complaint About a Faulty Item	i-Practice: Dealing with a Customer Complaint About a Faulty Item i-Practice: Dealing with a Customer Complaint About a Faulty Item (Assessment)
8	<b>Communicate Verbally</b> D/506/2119	<b>Aims and Objectives</b>	
		i-ACT: Understand How to Communicate Verbally with Customers	i-Ask: Effective Communication in Customer Service i-Ask: Communicating Effectively with Customers i-Check: Effective Communication in Customer Service i-Check: Communicating Effectively with Customers i-Test: Effective Communication and the Customer Experience
		i-ACT: Be Able to Use Customer Service Language to Communicate with Customers	i-Ask: Using Customer Service Language to Communicate i-Check: Using Customer Service Language to Communicate i-Check: Maintaining Organisational Standards, Policies and Procedures, Laws and Ethics i-Test: Using Customer Service Language to Communicate
9	<b>Understanding How to Communicate with Customers in Writing</b> T/506/2126	<b>Aims and Objectives</b>	
		i-ACT: Communicating with Customers in Writing	i-Ask: Purposes of Written Communication i-Ask: Best Practice When Producing Written Communication i-Check: Communicating with Customers in Writing i-Check: Methods of Communication i-Test: Methods of Written Communication
		i-ACT: Planning Written Communication with Customers	i-Ask: Planning Written Communication with Customers i-Check: Planning Written Communication with Customers i-Test: Planning Written Communication with Customers. Part 1 i-Test: Planning Written Communication with Customers. Part 2
		i-Practice: Effective Written Communication	i-Practice: Effective Written Communication i-Practice: Effective Written Communication (Assessment)

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10	<b>Exceed Customer Expectations</b> Y/506/2135	<b>Aims and Objectives</b>	
		i-ACT: Understand How to Exceed Customer Expectations	i-Ask: Understand How to Exceed Customer Expectations i-Check: The Service Offer and Added Value i-Check: Words to Remember. Part 1 i-Check: Words to Remember. Part 2 i-Test: Understanding Exceeding Customer Expectations
		i-ACT: Be Able to Exceed Customer Expectations	i-Ask: Being Able to Exceed Customer Expectations i-Check: Ability to Exceed Customer Expectations i-Check: Key Words on Exceeding Customer Expectations i-Test: Understanding how to Exceed Customer Expectations
		i-Practice: Exceed Customer Expectation With Product Expertise	i-Practice: Exceed Customer Expectation With Product Expertise i-Practice: Exceed Customer Expectation With Product Expertise (Assessment)
		i-Practice: Going the Extra Mile	i-Practice: Going the Extra Mile i-Practice: Going the Extra Mile (Assessment)
		i-Practice: Accommodating the Customer's Preferences	i-Practice: Accommodating the Customer's Preferences i-Practice: Accommodating the Customer's Preferences (Assessment)
11	<b>Negotiating in a Business Environment</b> H/506/1912	<b>Aims and Objectives</b>	
		i-ACT: Understanding Negotiation Strategies	i-Ask: Understanding Negotiation Strategies i-Check: Understanding Negotiation Strategies i-Test: Understanding Negotiation Strategies
		i-ACT: Negotiating in a Business Environment	i-Ask: Negotiation Styles and Approaches i-Ask: Principles Underpinning the Negotiation Process i-Check: Understanding Negotiation Styles and Principles i-Test: Understanding Negotiation Styles and Principles



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11	<b>Negotiating in a Business Environment</b>  H/506/1912	i-ACT: Learning to Carry Out Business Negotiations	i-Ask: Factors of Carrying Out a Business Negotiation i-Check: Factors of Carrying Out a Business Negotiation i-Check: Carrying Out a Business Negotiation i-Test: Factors of Carrying Out a Business Negotiation
		i-Practice: Creating a Pre-Negotiation Plan	i-Practice: Creating a Pre-Negotiation Plan i-Practice: Creating a Pre-Negotiation Plan (Assessment)
		i-Practice: Carrying Out a Negotiation	i-Practice: Carrying Out a Negotiation i-Practice: Carrying Out a Negotiation (Assessment)
12	<b>Promoting Equality, Diversity and Inclusion in the Workplace</b>  T/506/1820	<b>Aims and Objectives</b>	
		i-ACT: Understanding the Organisational Aspects of Equality, Diversity and Inclusion in the Workplace	i-Ask: Introducing Equality, Diversity and Inclusion i-Ask: Impact of Equality, Diversity and Inclusion i-Check: Equality, Diversity and Inclusion i-Test: Equality, Diversity and Inclusion
		i-ACT: Understanding the Personal Aspects of Equality, Diversity and Inclusion in the Workplace	i-Ask: Protected Characteristics i-Ask: Discriminatory Behaviour i-Check: Personal Aspects of Equality, Diversity and Inclusion i-Test: Personal Aspects of Equality, Diversity and Inclusion
		i-ACT: Being Able to Support Equality, Diversity and Inclusion in the Workplace	i-Ask: Supporting Equality, Diversity and Inclusion i-Check: Supporting Equality, Diversity and Inclusion i-Test: Supporting Equality, Diversity and Inclusion
13	<b>Employee Rights and Responsibilities</b>  L/506/1905	<b>Aims and Objectives</b>	
		i-ACT: Organisations and Industries	i-Ask: Organisations and Career Pathways i-Ask: Codes of Practice and Representative Bodies i-Check: Organisations and Career Pathways i-Check: Codes of Practice and Representative Bodies i-Test: Organisations and Industries

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13	<b>Employee Rights and Responsibilities</b>  L/506/1905	i-ACT: Employer and Employee Rights and Obligations	i-Ask: Employment Rights i-Ask: Employment Obligations i-Check: Employment Rights i-Check: Employment Obligations i-Test: Employment Rights and Obligations
		i-ACT: Employer's Expectations and Employment Rights and Responsibilities	i-Ask: Professional Conduct i-Ask: Procedures, Documents and Sources of Information i-Check: Professional Conduct i-Check: Procedures, Documents and Sources of Information i-Test: Employment Expectations, Rights and Responsibilities
14	<b>Delivering Customer Service to Challenging Customers</b>  F/506/2159	<b>Aims and Objectives</b>	
		i-ACT: Understanding the Delivery of Customer Service to Challenging Customers	i-Ask: The Behaviours of Challenging Customers and How to Deal with Them i-Ask: Dealing with Challenging Customers i-Check: Delivering Customer Service to Challenging Customers i-Check: Procedures, Behaviours and Techniques i-Test: Understanding Delivering Customer Service to Challenging Customers
		i-ACT: Learning to Deal with Challenging Customers	i-Ask: Ways of Dealing with Challenging Customers i-Ask: Understanding the Balance, Viability and Requirements to Be Met i-Check: Types of Challenging Customers and How to Deal with Them i-Check: Understanding Challenging Customers i-Check: Understanding Challenging Customers i-Test: Dealing with Challenging Customers
		i-Practice: Dealing with Language Barriers in Customer Service Delivery	i-Practice: Dealing with Language Barriers in Customer Service Delivery i-Practice: Dealing with Language Barriers in Customer Service Delivery (Assessment)
		i-Practice: Dealing with an Angry Customer	i-Practice: Dealing with an Angry Customer i-Practice: Dealing with an Angry Customer (Assessment)

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15	<b>Use Social Media to Deliver Customer Service</b>  J/506/2163	<b>Aims and Objectives</b>	
		i-ACT: Understand Social Media in a Business Environment	i-Ask: Social Media and Business i-Check: Social Media and Customer Service i-Test: Social Media and Customer Service
		i-ACT: Be Able to Deal with Customers Using Social Media	i-Ask: Dealing with Customers Using Social Media i-Check: Dealing with Customers Using Social Media i-Test: Using Social Media in Customer Service
16	<b>Negotiating, Handling Objections and Closing Sales</b>  F/502/8612	<b>Aims and Objectives</b>	
		i-ACT: Understand How to Handle Objections and Negotiate with the Customer	i-Ask: Preparing for Negotiation i-Ask: Different Methods of Negotiation i-Check: Negotiation and Objections i-Test: Negotiation and Objections
		i-ACT: Be Able to Prepare for Objections and Negotiations with the Customer	i-Ask: Preparing for Objections and Negotiations i-Check: Preparing for Objections and Negotiations i-Test: Preparing for Objections and Negotiations
		i-ACT: Be Able to Handle Objections	i-Ask: Handling Objections i-Check: Handling Objections i-Test: Understanding Handling Objections
		i-ACT: Be Able to Negotiate with the Customer	i-Ask: Negotiating with the Customer i-Check: Understanding Negotiating with the Customer i-Test: Ability to Negotiate with the Customer
		i-ACT: Be Able to Close the Sale Following Negotiation	i-Ask: Closing the Sale i-Check: Ability to Close the Sale i-Test: Closing a Sale After Negotiations