



Qualification
Guidance

Level 2 Certificate in Customer Service and Professional Development

Qualification
Accreditation Number:
601/3757/5
Version AIQ004238

Active iQ

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Introduction

The Active IQ Level 2 Certificate in Customer Service and Professional Development is at level 2 on the Regulated Qualifications Framework (RQF).

Guided learning hours:	105	Total qualification time:	120
Credits:	16	Minimum credit to be achieved at or above the level of the qualification:	16
Requirements other than the award of credit which needs to be met before the qualification is awarded:			None
Exemptions:			None

Entry requirements:

- Learners aged 16+.
- There are no other specific entry requirements.

Qualification outline

Target learners:

- Learners aged 16+.
- Individuals wishing to work in a customer-facing environment.
- Individuals considering a career in customer service.
- Individuals already working in customer-facing environments who wish to improve their customer care skills and enhance their career progression opportunities.

Aim:

To provide learners with the knowledge and skills to:

- Be able to work in a customer-facing environment.
- Be able to deliver good customer care and work effectively with internal and external customers.

Objectives:

To provide learners with the knowledge and skills to:

- Understand the principles of effective customer service.
- Understand the principles of developing customer service.
- Understand the principles of personal and professional development.

Progression:

This qualification provides progression to:

- Level 2 Diploma in Customer Service.
- Level 3 Diploma in Customer Service.
- Level 2 Diploma in Business Administration.
- Level 3 Diploma in Business Administration.

Links to National Occupational Standards (NOS):

There are links to:

- Customer Service NOS.

Occupational competence statements for tutoring, assessing and internal verifying

This section outlines the requirements for tutoring, assessing and internally verifying Active IQ qualifications.

Required criteria

All tutors, assessors and internal verifiers must:

- Possess a discipline-specific qualification equivalent to the qualification being taught.
- Have relevant industry experience.
- Demonstrate active involvement in a process of industry-relevant continued professional development during the last two years (this may be discipline/context-specific or relevant to tutoring, assessing or quality assurance).

Tutors

Tutors must hold, or be working towards, a teaching qualification.

The following are acceptable:

- Level 3 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS).
- Level 3 Award in Education and Training.
- Level 4 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS).
- Level 4 Certificate in Teaching in the Lifelong Learning Sector (CTTLS).
- Level 4 Certificate in Education and Training.
- Level 5 Diploma in Teaching in the Lifelong Learning Sector (DTTLS).
- Level 5 Diploma in Education and Training.
- Certificate in Education.

Assessors

Assessors must hold, or be working towards, any of the following:

- Level 3 Award in Understanding the Principles and Practices of Assessment.
- Level 3 Award in Assessing Vocationally Related Achievement.
- Level 3 Award in Assessing Competence in the Work Environment.
- Level 3 Certificate in Assessing Vocational Achievement.
- A1 (previously D32, D33).

Internal verifiers

Internal verifiers must hold, or be working towards, any of the following:

- Level 4 Award in Understanding the Internal Quality Assurance of Assessment Processes and Practice.
- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice.
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice.
- V1 (previously D34).

All new assessors and quality assurance staff must be given a clear action plan for achieving the appropriate qualification(s) and should be countersigned by an appropriately qualified individual until the qualification(s) are achieved.

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Qualification Structure and Unit Content

Learners must complete the 3 mandatory units (16 credits).

Unit		Unit accreditation number	Level	Credits
1.	Understand the principles of effective customer service	H/506/5314	2	6
2.	Principles of developing customer service	M/506/5316	2	7
3.	Principles of personal and professional development	M/506/5347	2	3

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the principles of customer service	1.1 Identify the principles of customer service 1.2 Describe how customer service affects the success of an organisation 1.3 Identify customer needs 1.4 Describe the difference between providing a product and providing a service
2. Understand how to promote products and services	2.1 Describe the purpose of an organisation's service offer 2.2 Describe the term 'after-sales service' 2.3 Give examples of Unique Selling Points (USP) 2.4 Give examples of Unique Service Offers (USO) 2.5 Describe how an organisation can promote its products and/or services 2.6 Describe the principles of customer loyalty schemes 2.7 Describe the importance of brand identity 2.8 Describe how to maintain current product and service knowledge
3. Understand customer needs and expectations	3.1 Describe how customer expectations are formed 3.2 Describe the relationship between customer satisfaction and customer expectations 3.3 Identify the methods of obtaining customer feedback 3.4 Explain the importance of effective customer relationships 3.5 Identify methods of checking customer satisfaction
4. Understand how to respond to customer problems or complaints	4.1 Identify common causes of customer problems and complaints 4.2 Describe how to adapt communication and behaviour to respond to individual customer problems or complaints 4.3 Explain how non-verbal communication can affect the behaviour of customers 4.4 Describe how customers' perception of service is influenced by: <ul style="list-style-type: none"> • Personal presentation • Approach • Attitude

Learning outcomes The learner will:	Assessment criteria The learner can:
5. Understand the team working skills required in the customer service environment	5.1 Describe the skills required for effective team working 5.2 Describe methods of maintaining effective working relationships within a team 5.3 Describe the range of inter-personal skills required for effective team work
6. Understand legislation relating to customer service	6.1 Identify the key aspects of the legislation relating to customer law 6.2 Identify the principles of equal opportunities legislation 6.3 Identify the responsibilities of the employer and employee under the Health and Safety at Work Act 6.4 Describe why it is important to respect customer and organisation confidentiality 6.5 Identify the main principles of the Data Protection Act
Assessment	Worksheet

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand an organisation's service and product offer	1.1 Identify an organisation's customers 1.2 Categorise an organisation's customer types 1.3 Give examples of customer service supply chains 1.4 Suggest a unique selling point or unique service offer for a product or service 1.5 Suggest ways of promoting a product or service to increase customer awareness 1.6 Compare the strengths and weaknesses of promotional methods
2. Understand how to communicate effectively with customers	2.1 Identify different methods of communication 2.2 Describe how to adapt own behaviour to meet the individual customer needs 2.3 Describe how to use telephone systems efficiently and effectively 2.4 Identify the personal qualities required to deal with customer problems 2.5 Describe the skills required to deal with potentially stressful situations 2.6 Describe how to apply problem solving theories to resolve a customer service issue
3. Understand how to improve a customer service offer	3.1 Devise a method for obtaining customer feedback 3.2 Describe the importance of positively communicating changes to customer service 3.3 Identify how own behaviour might affect the behaviour of others
Assessment	Worksheet

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the principles of personal and professional development	1.1 Explain the importance of personal and professional development 1.2 Describe the differences between: <ul style="list-style-type: none"> • Strengths • Weaknesses • Opportunities • Threats 1.3 Give examples of transferable skills 1.4 Give examples of employability skills 1.5 Explain the difference between hard and soft skills
2. Understand the benefits of Continued Professional Development (CPD)	2.1 Explain the importance of Continued Professional Development (CPD) 2.2 Describe the positive personal outcomes of Continued Professional Development (CPD)
3. Be able to develop self	3.1 Gain constructive feedback from others about own performance 3.2 Carry out a Strengths Weaknesses Opportunities Threats (SWOT) analysis on self 3.3 Set realistic personal goals as a result of the Strengths Weaknesses Opportunities Threats (SWOT) analysis 3.4 Produce a Training Needs Analysis (TNA) for self 3.5 Prepare an individual learning/development plan
4. Understand the employment advertisement process	4.1 Identify the key information an applicant should gather from a job advertisement 4.2 Describe how to effectively verbally communicate with a prospective employer
5. Understand the purpose of a curriculum vitae (CV)	5.1 State the purpose of a curriculum vitae (CV) 5.2 Identify the information to include on a curriculum vitae (CV) 5.3 Identify common mistakes that may be made when creating a curriculum vitae (CV) 5.4 Describe how to present a curriculum vitae (CV) in a professional manner
6. Be able to create a curriculum vitae (CV)	6.1 Collate the information required to create a curriculum vitae (CV) 6.2 Prepare a curriculum vitae (CV) using a suitable presentation format

Learning outcomes The learner will:	Assessment criteria The learner can:
7. Understand how to present self for an interview	7.1 Explain the importance of creating a positive first impression 7.2 Describe how personal presentation and personal qualities help to create a positive first impression 7.3 Describe the types of language which are appropriate to use in an interview situation 7.4 Describe the types of body language which are appropriate to use in an interview situation
8. Understand how to prepare for an interview	8.1 Identify the key facts about a prospective employer's business 8.2 Describe self in relation to the employment opportunity, for which they are being interviewed 8.3 Prepare answers to straight forward questions that may be asked at an interview 8.4 Prepare questions to ask the prospective employer at an interview
9. Understand employment rights and responsibilities	9.1 Describe an employee's rights and responsibilities 9.2 Outline the rights and responsibilities of the employer 9.3 Identify the national minimum wage 9.4 Describe the Working Time Regulations
10. Understand documents relevant to an individual's employment	10.1 Explain the main terms and conditions of a contract of employment 10.2 Outline the contents and purpose of a job description 10.3 Describe the types of information shown on a pay slip or other statement of earnings 10.4 Interpret the information shown on a pay slip or other statement of earnings
Assessment	Worksheet Training Needs Analysis and Personal Development Plan Curriculum vitae

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