

VTCT Level 2 Certificate in Customer Service (QCF)

Accreditation start date: **01/08/2010**
Accreditation end date: **31/07/2012**
Certification end date: **31/07/2014**
Credit value: **13**
Guided learning hours (GLH) **115**

Learner name:

Learner number:

Centre name:

Centre number:

By signing this summary of assessment you are confirming that all learning outcomes, assessment criteria and range statements have been achieved and that the evidence gathered is authentic.

Unit code	Date achieved	Learner signature	Assessor signature	Assessor number	IV signature (if sampled)
Mandatory units					
UV20615					
UV20616					

Qualification details

Introduction

The VTCT Level 2 VRQ Certificate in Customer Service (QCF) is a vocational qualification that focuses on the development of the requisite knowledge, understanding and skills to prepare you for the delivery of effective customer service.

Mapped to national occupational standards

The level 2 VRQ certificate in customer service (QCF) is a job ready qualification mapped to national occupational standards produced by the institute for customer service.

Progression

The VTCT Level 2 VRQ Certificate in Customer Service (QCF) provides progression opportunities to Level 3 studies including:

- VTCT Level 3 Certificate in Customer Service (QCF)
- VTCT Level 3 VRQ Diploma in Customer Service (QCF)

The qualification also provides a sound base for progression into employment within the customer service industry.

Qualification Structure

Qualification structure

Mandatory units

VTCT unit code	Ofqual unit reference	Unit title	Credit value	GLH
UV20615	J/600/1003	Delivery of effective customer service	6	50
UV20616	J/600/0658	Supporting the customer service environment	7	65

Qualification Structure

This book contains the mandatory units that make up this qualification. Where indicated, VTCT will provide assessment materials. Assessments may be internal or external. The method of assessment is indicated in each unit.

Internal assessment

(any requirements will be shown on the unit)

Assessment is set, marked and internally verified by the centre to clearly demonstrate achievement of the learning outcomes. Assessment is sampled by VTCT external verifiers.

External / independent assessment

(any requirements will be shown on the unit)

External assessment is set and marked by VTCT. Independent assessment is set by VTCT, marked in the centre, and sampled by VTCT external verifiers.

Assessment explained

VTCT courses are assessed and verified by centre staff. Work will be set to improve your practical skills, knowledge and understanding. For practical elements, you will be observed by your assessor. All your work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this record of assessment book.

Your centre will have an internal verifier whose role is to check that your assessment and evidence is valid and reliable and meets VTCT and regulatory requirements.

An external verifier, appointed by VTCT, will visit your centre to sample and quality-check assessments, the internal verification process and the evidence gathered. You may be asked to attend on a different day from usual if requested by the external verifier.

This record of assessment book is your property and must be in your possession when you are being assessed or verified. It must be kept safe. In some cases your centre will be required to keep it in a secure place. You and your course assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.



Creating a portfolio of evidence

As part of this qualification you are required to produce a portfolio of evidence. A portfolio will confirm the knowledge, understanding and skills that have been learned. It may be in electronic or paper format.

Your assessor will provide guidance on how to prepare the portfolio of evidence and how to show practical achievement, and understanding of the knowledge required to successfully complete the qualification. It is this booklet along with the portfolio of evidence that will serve as the prime source of evidence for this qualification.

Evidence in the portfolio may take the following forms:

- observed work
- witness statements
- audio-visual media
- evidence of prior learning or attainment
- written questions
- oral questions
- assignments
- case studies.

All evidence should be documented in the portfolio and cross referenced to the outcomes. Constructing the portfolio of evidence should not be left to the end of the course.

Many frequently asked questions and other useful information are detailed in the VTCT Candidate's Handbook, which is available on the VTCT website at www.vtct.org.uk/students. Other questions should be addressed to the tutor, lecturer or assessor.

Qualification Structure (continued)

This section provides an overview of the assessments that make up each unit in this qualification. Detailed information on assessment is provided in each unit.

Mandatory units

UV20615

Delivery of effective customer service

- 1) Internally assessed practical observations
- 2) Internally assessed portfolio of evidence

UV20616

Supporting the customer service environment

- 1) Internally assessed practical observations
- 2) Internally assessed portfolio of evidence

Description	
VTCT unit code	This code is unique to the unit and should be quoted in all queries and correspondence to VTCT.
Unit title	The title clearly indicates the focus of the unit.
Details of the national occupational standards (NOS)	NOS relate to occupations or roles that normally involve learning and workplace practice to gain competence. It is important that NOS are represented and indicated in units.
Level	Level is an indication of the demand of the learning experience; the depth and / or complexity of achievement and independence in achieving the learning outcomes. There are 8 levels of achievement within the Qualifications and Credit Framework (QCF).
Credit value	This is the number of credits awarded upon successful achievement of all unit outcomes. Credit is viewed as a numerical value and represents a means of recognising, measuring, valuing and comparing achievement.
Guided learning hours (GLH)	GLH is an estimate of the time allocated to teach, instruct, assess and support learners throughout a unit. Learner initiated private study, preparation and marking of formative assessment is not taken into account.
Outcomes	The learning outcomes are the most important component of the unit; they set out what is expected in terms of knowing, understanding and practical ability as a result of the learning process. Learning outcomes are the results of learning.
Maximum service times	The maximum time specified by Habia in which a particular service or practical element must be completed.
Evidence requirements	This section provides guidelines on the ways that evidence must be gathered for a particular unit. The evidence gathered is then assessed by your assessor.
Formative assessment	Formative assessment is the ongoing and informal process of assessment. Throughout the duration of your course your tutor and assessor will provide you with feedback on your performance and guidance on how to become competent for a given outcome.
Assessment criteria	Assessment criteria set out what is required, in terms of achievement, to meet a learning outcome. The assessment criteria and learning outcomes are the components that inform the learning and assessment that should take place. Assessment criteria define the standard expected to meet learning outcomes.
Range	The range indicates what must be covered in parallel to the unit's outcomes. All ranges must be competently achieved.

UV20615

Delivery of effective customer service

To enable you to develop and apply the practical skills required to support the customer service environment.

Level

2

Credit value

6

GLH

50

UV20615

Delivery of effective customer service

Unit outcomes

On completion of this unit you will:

1. Be able to describe the principles of customer service
Be able to demonstrate how to meet customer needs and expectations
2. Be able to understand how customer needs and expectations are formed
Be able to apply customer service improvements and develop self
3. Be able to understand principles of responding to customers' problems or complaints
4. Be able to identify the interpersonal and team working skills required in the customer service environment
5. Be able to identify the legislation which supports the customer service process

Evidence requirements

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this unit.
2. Simulation is not allowed for any performance evidence within this unit.
3. You may collect the evidence for the unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
4. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
5. The service level agreement between service partners in your evidence may be formal or informal.
6. All outcomes, assessment criteria and range statements must be achieved.
7. No mandatory written questions are required for this unit

Achieving practical outcomes

Your assessor will observe your performance of a practical task and/or review the evidence you have produced. Your assessor will sign-off an outcome when all criteria have been competently achieved.

On occasions some assessment criteria may not naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your knowledge in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Achieving knowledge and understanding outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment tools listed below:

- Oral questioning
- Portfolio of evidence

Where possible your assessor will assess knowledge and understanding outcomes alongside practical outcomes through oral questioning.

Knowledge and understanding outcome 1

Describe the principles of customer service.

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Identify the purpose of customer service		
b. Describe how customer service affects the success of the organisation		
c. Describe different types of customers of an organisation		
d. Identify the range of customer needs		
e. Identify the customer service information which may be retained		
f. Identify the difference between providing a product and providing a service		
g. Describe what is meant by an after-sales service		
h. Describe what is meant by a Unique Selling Point (USP) and a Unique Service Offer (USO)		
i. Identify the methods a customer service deliverer can use to keep product and service knowledge up-to-date		
j. Describe how an organisation can promote its products and/or services		

Knowledge and understanding outcome 2**Understand how customer needs and expectations are formed.**

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Describe the purpose of an organisation's service offer		
b. Describe how customer expectations are formed		
c. Describe the interrelationship between customer satisfaction and customer expectations		
d. Describe how customer needs can be identified		
e. Identify the methods of obtaining customer feedback		
f. Describe how an organisation can maintain customer loyalty		
g. Identify why it is important to ensure effective customer relationships are maintained		
h. Describe why it is important for a customer to be able to identify a 'brand'		

Knowledge and understanding outcome 3

Understand principles of responding to customers' problems or complaints.

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Identify common causes of customer problems and complaints		
b. Identify different methods of communication		
c. Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers		
d. Explain how the non verbal communication of the service deliverer can affect the behaviour of the customer		
e. Describe how personal presentation, approach and attitude will influence the perception of the service delivered		

Knowledge and understanding outcome 4

Identify the interpersonal and team working skills required in the customer service environment.

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Describe the skills required for effective teamworking		
b. Describe how to maintain effective working relationships within a team		
c. Describe the range of inter-personal skills required for effective customer service		

Knowledge and understanding outcome 5

Identify the legislation which supports the customer service process.

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Identify the key aspects of the legislation relating to consumer law		
b. Identify the main principles of equal opportunities legislation in relation to providing customer service		
c. Identify the responsibilities of the employer and employee under the Health and Safety at Work Act		
d. Describe why it is important to respect customer and organisation confidentiality		
e. Identify the main principles of the Data Protection Act		
f. Identify how a code of practice or ethical standards can impact upon the activities of a service deliverer		

UV20616

Supporting the customer service environment

It is the aim of this unit to develop your knowledge and skills to support the customer service environment.

Level

2

Credit value

7

GLH

65

UV20616

Supporting the customer service environment

Unit outcomes

On completion of this unit you will:

1. Be able to apply the practical skills required to deliver effective customer service
2. Be able to demonstrate how to meet customer needs and expectations
3. Be able to communicate effectively with customers
4. Be able to apply customer service improvements and develop self

Evidence requirements

1. You must practically demonstrate that you have met the required standard for this unit.
2. All outcomes, assessment criteria and range statements (if applicable) must be achieved.
3. This unit will be internally assessed. You will be guided by your tutor and assessor on how to achieve this unit's outcomes.
4. Your assessor will sign-off outcomes as complete when all assessment criteria have been achieved.

Achieving outcomes

Practical criteria -

Your assessor will observe your performance of a practical task and/or review the evidence you have produced. Your assessor will sign-off an outcome when all criteria have been competently achieved.

On occasions some assessment criteria may not naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your knowledge in this area. Your assessor will document the criteria that have been achieved through oral questioning.

In this unit you must demonstrate competent performance of all practical criteria on **at least 2 occasions**.

Knowledge and Understanding criteria -

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment tools listed below:

- Oral questioning
- Portfolio of evidence

Where possible your assessor will assess knowledge and understanding outcomes alongside practical outcomes through oral questioning.

There may be instances when knowledge and understanding criteria are covered in practical observations, these will be signed-off by your assessor as further evidence is not required.

Practical outcome 1**Be able to apply the practical skills required to deliver effective customer service.**

You can:

- a. Maintain established customer records

Tick when achieved.

Outcome 1 practical sign-off

Observation	1	2
Criteria questioned orally		
Date achieved		
Learner signature		
Assessor signature		
IV signature (if sampled)		

Knowledge and understanding outcome 1

You can:

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
b. Identify the type of organisation		
c. Identify the organisation's customers including internal and/or external and those with specific needs		
d. Illustrate a customer service supply chain within an organisation		
e. Suggest a unique selling point or unique service offer for a product or service		
f. Suggest ways of promoting a product or service to increase customer awareness		
g. Compare the strengths and weaknesses of the promotional methods available		

Outcome 1 Knowledge and understanding sign-off

Date achieved	
Learner signature	
Assessor signature	
IV signature (if sampled)	

Practical outcome 2

Be able to demonstrate how to meet customer needs and expectations.

You can:

- a. Use methods of checking customer satisfaction

Tick when achieved.

Outcome 2 practical sign-off

Observation	1	2
Criteria questioned orally		
Date achieved		
Learner signature		
Assessor signature		
IV signature (if sampled)		

Knowledge and understanding outcome 2

You can:

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
b. Identify how customers demonstrate their own individual needs and expectations		
c. Identify customers with special requirements		
d. Identify how to adapt methods of communication and behaviour to meet the individual needs of specified customers		
e. Identify methods of checking customer satisfaction		
f. Identify ways in which an organisation might improve its reputation		

Outcome 2 Knowledge and understanding sign-off

Date achieved	
Learner signature	
Assessor signature	
IV signature (if sampled)	

Practical outcome 3

Be able to communicate effectively with customers.

You can:

- a. Use different methods of communication
- b. Use the telephone system efficiently and effectively



Tick when achieved.

Outcome 3 practical sign-off

Observation	1	2
Criteria questioned orally		
Date achieved		
Learner signature		
Assessor signature		
IV signature (if sampled)		

Knowledge and understanding outcome 3

You can:

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
b. Apply problem solving theories to resolve a customer service problem		
c. Identify the interpersonal skills which are required for effective team-working		
d. Describe how to adapt own behaviour to meet the individual needs of the team		
e. Identify the personal qualities required to deal with customer problems		
f. Describe the skills required to deal with potentially stressful situations		
g. Identify the process of solving a customer problem or complaint		

Outcome 3 Knowledge and understanding sign-off

Date achieved	
Learner signature	
Assessor signature	
IV signature (if sampled)	

Knowledge and understanding outcome 4

Be able to apply customer service improvements and develop self.

You can:

Knowledge requirements	Oral questioning (date achieved)	Portfolio reference (other forms of evidence)
a. Devise a method for obtaining customer feedback		
b. Identify why it is important to give a positive impression to customers about changes made to customer service procedures		
c. Identify how own behaviour might affect the behaviour of others		
d. Identify how to obtain useful and constructive feedback from others about own performance		
e. Identify own strengths and weaknesses in relation to working within a customer service role		
f. Apply the techniques of self assessment to look at strengths and weaknesses		
g. Produce a Training Needs Analysis (TNA) for self		
h. Prepare an individual learning/development plan which could be used as a basis for discussion with a relevant person, eg tutor, line manager, HR, training department		

Outcome 4 Knowledge and understanding sign-off

Date achieved	
Learner signature	
Assessor signature	
IV signature (if sampled)	

