

# NVQ

## Edexcel Level 2 NVQ in Customer Service

Issue 2

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Logbook for candidates

# Section 1: Edexcel Level 2 NVQ in Customer Service

## Introduction

This document contains information specific to the Edexcel Level 2 NVQ in Customer Service. It should be read in conjunction with the *Edexcel NVQ Guidance for candidates* that will be provided by your assessor.

## National Occupational Standards and NVQs

The standards, Assessment Strategy and qualification structures for Customer Service are owned by the Institute of Customer Service (ICS), who reviewed these National Occupational Standards. The NVQs have been developed from the National Occupational Standards.

The Edexcel Level 2 NVQ in Customer Service gives recognition of candidates' skills, knowledge and understanding. It allows candidates to gain a qualification in the workplace that relates to their job and promotes good working practice.

You can contact the Standard Setting Body (SSB) at:

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NVQs are designed to be assessed in the workplace, or in conditions resembling the workplace. However, simulation of real working practice might be permitted. Where this is allowed it will be shown in the individual units, within the standards that are in this logbook.

## Which Edexcel NVQs in Customer Service are available?

The NVQs in Customer Service are available as follows:

- Edexcel Level 1 NVQ in Customer Service
- Edexcel Level 2 NVQ in Customer Service
- Edexcel Level 3 NVQ in Customer Service
- Edexcel Level 4 NVQ in Customer Service.

## Who are these Edexcel NVQs for?

### The Edexcel Levels 1, 2, 3 and 4 NVQs in Customer Service

The Edexcel Level 1 NVQ in Customer Service provides a qualification for those wishing to take a first qualification in customer service, and allows them to develop the skills required by employers, and to enter a career in customer service. The qualification is targeted at individuals who are unable to access the NVQs in Customer Service at Levels 2 and 3, including those:

- in schools or colleges (14-19 age group)
- just starting their careers
- changing careers due to seasonal work or redundancy
- adults returning to work
- those with English as a second language
- those limited by current job roles and responsibilities and who require a lower level first step to acknowledging occupational competence.

The Level 2 NVQ is designed for staff who are responsible for delivering customer service and who interact directly with the customer, for example sales or retail staff, staff working on service desks, call centre staff.

The Level 3 NVQ is designed for those who are responsible for the delivery of customer service, but who also have to monitor and develop the quality of customer service given, and who may be in charge of their own department or team.

The Level 4 NVQ in Customer Service is designed for those responsible for planning and implementing customer service within an organisation, for example strategic managers and senior managers who may be responsible for customer service as part of their role, or who may be expected to provide advice on customer service.

### What progression do these NVQs offer?

Learners completing the Edexcel Level 1 NVQ in Customer Service may enter suitable employment, or progress within their existing employment, eg within the hospitality sector (bar/waiting staff), retailing, call centres or the NHS. They may also progress to other Level 1 qualifications such as the:

- Edexcel Level 1 NVQ in Business and Administration
- Edexcel Level 1 BTEC Award in Customer Service.

They may also progress to Level 2 qualifications such as the:

- Edexcel Level 2 NVQ in Customer Service
- Edexcel Level 2 NVQ in Business and Administration
- Edexcel Level 2 NVQ in Teamleading
- Edexcel Level 2 BTEC Award in Customer Service
- Edexcel Level 2 BTEC Award in Teamleading
- Edexcel Level 2 BTEC Award or Diploma in Business Administration
- Edexcel Level 2 BTEC First Certificate or Diploma in Business.

Level 2 candidates could progress within their work place as customer service front line staff. They could also progress to other Level 2 vocational qualifications such as the:

- Edexcel Level 2 BTEC Award in Customer Service
  - Edexcel Level 2 BTEC Award/Certificate in Business Administration
- or they could progress to Level 3 vocational qualifications such as the:

- Edexcel Level 3 NVQ in Customer Service
- Edexcel Level 3 NVQ in Business and Administration
- Edexcel Level 3 NVQ in Management
- Edexcel Level 3 BTEC Award in Customer Service
- Edexcel Level 3 BTEC Award/Diploma in Business Administration
- Edexcel Level 3 BTEC Award/Certificate in Management
- Edexcel Level 3 BTEC National Award/Diploma in Business.

Level 3 candidates can progress within their own employment as team leader, manager or customer service co-ordinator. They can also progress to other Level 3 vocational qualifications such as the:

- Edexcel Level 3 BTEC Award in Customer Service
- Edexcel Level 3 BTEC Award/Diploma in Business Administration
- Edexcel Level 3 BTEC Award/Certificate in Management

or they could progress to Level 4 and 5 vocational qualifications such as the:

- Edexcel Level 4 NVQ in Customer Service
- Edexcel Level 4 NVQ in Business and Administration
- Edexcel Level 4 NVQ in Management
- Edexcel Level 5 BTEC Professional Award/Certificate/Diploma in Management Studies
- Edexcel Level 5 BTEC Higher National Certificate/Diploma in Business

Level 4 candidates can progress within their own employment as senior management. They can also progress to other Level 4 or 5 vocational qualifications such as the:

- Edexcel Level 4 NVQ in Business and Administration
- Edexcel Level 4 NVQ in Customer Service
- Edexcel Level 5 NVQ in Management
- Edexcel Level 5 Professional Award/Certificate/Diploma in Management Studies
- Edexcel Level 5 Higher National Certificate/Diploma in Business

or they could progress to higher level qualifications such as the

- Edexcel Level 7 Advanced Professional Award/Certificate/Diploma in Management Studies.

## Themes

In the Edexcel Levels 2, 3 and 4 NVQs in Customer Service, the option units are categorised by themes that reflect different aspects of customer service. At each level, at least one option unit should be taken from each theme to ensure coverage of the different aspects of customer service. Candidates will therefore include these different areas within their work roles. The remaining option units can be taken from any theme.

The themes are:

*Foundations:* this theme relates to the core units and covers the principles of customer service and organisational rules affecting customer service. It includes the knowledge of the organisation's products and services, and organisational procedures for dealing with customers.

*Impression and image:* this theme focuses on the impression made by the individual delivering customer service and by the organisation. It includes building a rapport with the customer, dealing with customers in different ways (face to face, in writing or using ICT), living up to the customer service promise and using customer information to exceed customer expectations.

*Delivery:* this theme focuses on delivering customer service and building relationships with the customer. It includes issues such as providing a consistent, reliable service, diversity, and working with others (such as service partnerships) to provide customer service.

*Handling problems:* this theme looks at recognising and resolving customer queries and problems, monitoring customer service problems and handling customer complaints.

*Development and improvement:* this theme looks at monitoring and improving customer service by developing customer relationships and leading, supporting and working with others to implement improvements. It also covers the analysis of customer feedback and the development of customer service strategy, as well as personal development.

## What is the structure of the Edexcel Level 2 NVQ in Customer Service?

To achieve the whole qualification at Level 2, you must prove competence in **two mandatory units** and **five option units**. At least one option unit should be taken from each theme.

The two core units have been imported from the Level 1 NVQ in Customer Service. A maximum of **one** option unit (Unit 6) can also be imported from the Level 1 NVQ in Customer Service. Therefore, at least **four** additional Level 2 units from the structure below must be completed to achieve the Edexcel Level 2 NVQ in Customer Service.

### Mandatory units for the Edexcel Level 2 NVQ in Customer Service

You must achieve **both** of the units listed below:

Level	Unit number	Title	Element number	Title
1	1	Prepare yourself to deliver good customer service	1.1	Describe the customer service of your organisation to customers and/or colleagues
			1.2	Describe your organisation's products or services to customers and/or colleagues
1	5	Provide customer service within the rules	5.1	Follow organisational procedures
			5.2	Follow external regulation and legislation

## Option units for the Edexcel Level 2 NVQ in Customer Service

You must achieve five of the units listed below. At least one option unit should be taken from each theme.

Level	Unit number	Title	Element number	Title
<b>Theme: Impression and image</b>				
2	9	Give customers a positive impression of yourself and your organisation	9.1	Establish effective rapport with customers
			9.2	Respond appropriately to customers
			9.3	Communicate information to customers
2	10	Promote additional services or products to customers	10.1	Identify additional services or products that are available
			10.2	Inform customers about additional services or products
			10.3	Gain customer commitment to using additional services or products
2	11	Process customer service information	11.1	Collect customer service information
			11.2	Select and retrieve customer service information
			11.3	Supply customer service information
2	12	Live up to the customer service promise	12.1	Understand and explain the promise
			12.2	Produce customer satisfaction by delivering the promise
2	13	Make customer service personal	13.1	Identify opportunities for making customer service personal
			13.2	Treat your customer as an individual
2	14	Go the extra mile in customer service	14.1	Distinguish between routine service standards and going the extra mile
			14.2	Check that your extra mile ideas are feasible
			14.3	Go the extra mile

Level	Unit number	Title	Element number	Title
2	15	Deal with customers in writing or using ICT	15.1	Use written or ICT communication effectively
			15.2	Plan and send an effective written or ICT communication
			15.3	Handle incoming written or ICT communications effectively
2	16	Deal with customers face to face	16.1	Communicate effectively with your customer
			16.2	Improve the rapport with your customer through body language
2	17	Deal with customers by telephone	17.1	Use the telephone system effectively
			17.2	Plan and make focused telephone calls to your customer
			17.3	Handle incoming calls effectively
<b>Theme: Delivery</b>				
2	21	Deliver reliable customer service	21.1	Prepare to deal with your customers
			21.2	Give consistent service to customers
			21.3	Check customer service delivery
2	22	Deliver customer service on your customers' premises	22.1	Establish a rapport with your customer
			22.2	Balance customer service with your own skills and expertise
2	23	Recognise diversity when delivering customer service	23.1	Use reasonable assumptions about your customer whilst avoiding stereotyping
			23.2	Adapt customer service to recognise the different needs and expectations of diverse groups of customers

Level	Unit number	Title	Element number	Title
<b>Theme: Handling problems</b>				
1	6	Recognise and deal with customer queries, requests and problems	6.1	Recognise and deal with customer queries and requests
			6.2	Recognise and deal with customer problems
2	31	Resolve customer service problems	31.1	Spot customer service problems
			31.2	Pick the best solution to resolve customer service problems
			31.3	Take action to resolve customer service problems
<b>Theme: Development and improvement</b>				
2	36	Develop customer relationships	36.1	Build your customer's confidence that the service you give will be excellent
			36.2	Meet the expectations of your customers
			36.3	Develop the long-term relationship between your customer and your organisation
2	37	Support customer service improvements	37.1	Use feedback to identify potential customer service improvements
			37.2	Implement changes in customer service
			37.3	Assist with the evaluation of changes in customer service
2	38	Develop personal performance through delivering customer service	38.1	Review performance in your customer service role
			38.2	Prepare a personal development plan and keep it up to date
			38.3	Undertake development activities and obtain feedback on your customer service performance