

NVQ

Edexcel Level 3 NVQ in Customer Service

Issue 2

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Logbook for candidates

Section 1: Edexcel Level 3 NVQ in Customer Service

Introduction

This document contains information specific to the Edexcel Level 3 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, who reviewed these National Occupational Standards. The NVQs have been developed from the National Occupational Standards.

The Edexcel Level 3 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 Sector Skills Council (SSC)/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.

Simulation must be carried out in conditions resembling the workplace. These conditions are described as being a 'realistic working environment' (RWE).

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.

It is important that you select the most appropriate level related to your work role.

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 workplace 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 3 NVQ in Customer Service?

To achieve the whole qualification at Level 3, you must prove competence in **two mandatory units** and **six option units**. At least one option unit should be taken from each theme.

The structure for the Level 3 NVQ in Customer Service includes some Level 2 option units. Three of these Level 2 units can be chosen.

Therefore, at least **five** additional Level 3 units from the structure below must be completed to achieve the Edexcel Level 3 NVQ in Customer Service.

Mandatory units for the Edexcel Level 3 NVQ in Customer Service

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

Level	Unit number	Title	Element number	Title
3	7	Understand customer service to improve service delivery	7.1	Use accepted customer service language and apply its principles
			7.2	Place customer service principles in context for your professional customer service role
3	8	Know the rules to follow when developing customer service	8.1	Develop customer service following organisational rules and procedures
			8.2	Develop customer service following external regulation and legislation

Option units for the Edexcel Level 3 NVQ in Customer Service

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

Level	Unit number	Title	Element number	Title
Theme: Impression and image				
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
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
3	18	Use customer service as a competitive tool	18.1	Organise customer service to gain a competitive advantage
			18.2	Deliver a competitive service
3	19	Organise the promotion of services or products to customers	19.1	Offer additional services or products
			19.2	Organise support to promote use of additional services or products
			19.3	Monitor the promotion of additional services or products

Level	Unit number	Title	Element number	Title
Theme: Delivery				
2	22	Deliver customer service on your customer's 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
3	24	Deliver customer service using service partnerships	24.1	Work effectively within a customer service chain
			24.2	Build and nurture positive relationships in a customer service chain
3	25	Organise the delivery of reliable customer service	25.1	Plan and organise the delivery of reliable customer service
			25.2	Review and maintain customer service delivery
			25.3	Use recording systems to maintain reliable customer service
3	26	Improve the customer relationship	26.1	Improve communication with your customers
			26.2	Balance the needs of your customer and your organisation
			26.3	Exceed customer expectations to develop the relationship

Level	Unit number	Title	Element number	Title
Theme: Handling problems				
3	32	Monitor and solve customer service problems	32.1	Solve immediate customer service problems
			32.2	Identify repeated customer service problems and options for solving them
			32.3	Take action to avoid the repetition of customer service problems
3	33	Apply risk assessment to customer service	33.1	Analyse customer service processes for risk
			33.2	Assess customer service risks and take appropriate actions
3	34	Process customer service complaints	34.1	Recognise the signs that a query or problem is about to produce a complaint
			34.2	Deal with a complaint effectively
Theme: Development and improvement				
3	39	Work with others to improve customer service	39.1	Improve customer service by working with others
			39.2	Monitor your own performance when improving customer service
			39.3	Monitor joint performance when improving customer service
3	40	Promote continuous improvement in customer service	40.1	Plan improvements in customer service based on customer feedback
			40.2	Implement changes in customer service
			40.3	Review changes to promote continuous improvement

Level	Unit number	Title	Element number	Title
3	41	Develop your own and others' customer service skills	41.1	Develop your own customer service skills
			41.2	Plan the coaching of others in customer service
			41.3	Coach others in customer service
3	42	Lead a team to improve customer service	42.1	Plan and organise the work of a team
			42.2	Provide support for team members
			42.3	Review performance of team members
3	43	Gather, analyse and interpret customer feedback	43.1	Plan to gather customer feedback
			43.2	Gather customer feedback
			43.3	Analyse and interpret customer feedback