

NVQ

Edexcel Level 4 NVQ in Customer Service

Issue 2

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Logbook for candidates

Section 1: Edexcel Level 4 NVQ in Customer Service

Introduction

This document contains information specific to the Edexcel Level 4 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 4 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.

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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?

Candidates 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 4 NVQs in Customer Service?

To achieve the whole qualification at Level 4, you must prove competence in two **mandatory units** and seven **option units**. At least one option unit should be taken from each theme.

The two core units have been imported from the Level 3 NVQ in Customer Service. The structure of the Level 4 NVQ in Customer Service also includes some Level 3 option units. In addition to the two core units, **three** Level 3 option units can be chosen.

Therefore, at least **four** additional Level 4 option units must be completed to achieve the Edexcel Level 4 NVQ in Customer Service.

Mandatory units for the Edexcel Level 4 NVQ in Customer Service

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

Unit NVQ 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 4 NVQ in Customer Service

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

Unit NVQ Level	Unit number	Title	Element number	Title
Theme: Impression and image				
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
4	20	Champion customer service	20.1	Promote the importance and benefits of customer service
			20.2	Provide advice and information on customer service issues
Theme: Delivery				
4	27	Maintain and develop a healthy and safe customer service environment	27.1	Assess the customer service environment for factors that affect health and safety
			27.2	Minimise risks to health and safety in the customer service environment
4	28	Plan, organise and control customer service operations	28.1	Plan customer service operations
			28.2	Supervise customer service operations
			28.3	Deal with problems relating to customer service operations
4	29	Evaluate the quality of customer service	29.1	Plan how to measure customer service
			29.2	Collect and analyse information on customer service
4	30	Build and maintain effective customer relations	30.1	Establish effective customer relations
			30.2	Maintain and develop effective customer relations

Unit NVQ Level	Unit number	Title	Element number	Title
Theme: Handling 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
4	35	Handle referred customer complaints	35.1	Investigate referred customer complaints
			35.2	Take action to deal with referred customer complaints
			35.3	Identify repeated customer complaints and recommend changes to policies and procedures
Theme: Development and improvement				
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
4	44	Implement quality improvements to customer service	44.1	Plan the introduction of customer service improvements
			44.2	Manage the implementation of customer service improvements
			44.3	Monitor and evaluate customer service improvements
4	45	Plan and organise the development of customer service staff	45.1	Identify customer service staff development and training needs
			45.2	Organise customer service development and training

Unit NVQ Level	Unit number	Title	Element number	Title
4	46	Develop a customer service strategy for an area	46.1	Research and evaluate your organisation's business and customer service strategy
			46.2	Help to identify current and future best practice in customer service
			46.3	Identify and recommend the key features of a customer service strategy
4	47	Work as a member of a team to deliver seamless customer service	47.1	Build effective working relationships with colleagues
			47.2	Build effective relationships with service partners
4	48	Manage a customer service award programme	48.1	Review options and plan a customer service award programme
			48.2	Implement and manage a customer service award programme