Qualification Specification 600/3423/3 iCQ Level 2 Certificate in Customer Service (RQF)



Qualification Details

Title : iCQ Level 2 Certificate in Customer Service (RQF) Awarding Organisation : iCan Qualifications Limited Fees Price List Url : https://icanqualify.net Qualification Type : RQF Qualification Sub Type : None Qualification Level : Level 2 Qualification Sub Level : None EQF Level : Level 3 Regulation Start Date : 28-Sep-2011 Operational Start Date : 01-Oct-2011 Offered In England : Yes Offered In Wales : Yes Offered In Northern Ireland : Yes Assessment Language In English : Yes Assessment Language In Welsh : No Assessment Language In Irish : No SSA: 15.2 Administration Purpose : B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area Sub Purpose : B2. Develop knowledge and/or skills in a subject area Total Credits : 13 Min Credits at/above Level : 13 Minimum Guided Learning Hours : 115 Maximum Guided Learning Hours: 115 Diploma Guided Learning Hours : 115 Barring Classification Code : ZZZZ **Overall Grading Type : Pass** Assessment Methods : Portfolio of Evidence Structure Requirements : To achieve this qualification, learners must achieve both mandatory units (13 Credits). Age Ranges : Pre-16 : No; 16-18 : Yes; 18+ : No; 19+ : Yes Qualification Objective : This qualification is for learners who are looking to develop the knowledge that is required to work in a range of environments in a customer service role

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Rules of Combination (ROC)

| Group Name | Mandatory | | | | | Maximum Credits |
|------------------------------|-----------|---|---|---|----|--------------------|
| A) Group A - Mandatory units | Yes | 2 | 2 | 2 | 13 | 0 |

Group A Group A - Mandatory units

| URN | Title | Level | GLH | Credit |
|-------------------|---|-------|-----|--------|
| <u>]/600/0658</u> | Supporting the customer service environment | 2 | 65 | 7 |
| <u>]/600/1003</u> | Delivery of effective customer service | 2 | 50 | 6 |

Unit Specification **J/600/0658** Supporting the customer service environment



| Qualification Framework : Title : | RQF Supporting the customer service environment |
|--------------------------------------|---|
| Unit Level : | Level 2 |
| Unit Sub Level : | None |
| Guided Learning Hours : | 65 |
| Unit Credit Value : | 7 |
| SSAs : | 15.2 Administration |
| Unit Grading Structure : | Pass |
| Assessment Guidance : | Please refer to the <u>Online iCQ Assessment Guidance</u> . |

| Unit: | J/600/0658 : Supporting the customer service environment |
|-------|---|
| Apply | the practical skills required to deliver effective customer service |
| Asses | sment Criterion - The learner can: |
| 01.01 | Identify the type of organisation |
| 01.02 | Identify the organisation's customers including internal and/or external and those with specific needs |
| 01.03 | Illustrate a customer service supply chain within an organisation |
| 01.04 | Maintain established customer records |
| 01.05 | Suggest a unique selling point or unique service offer for a product or service |
| 01.06 | Suggest ways of promoting a product or service to increase customer awareness |
| 01.07 | Compare the strengths and weaknesses of the promotional methods available |
| Demo | nstrate how to meet customer needs and expectations |
| 02.01 | Identify how customers demonstrate their own individual needs and expectations |
| 02.02 | Identify customers with special requirements |
| 02.03 | Identify how to use methods of communication and behaviour to meet the individual needs of specified customers |
| 02.04 | Identify anduse methods of checking customer satisfaction |
| 02.05 | Identify ways in which an organisation might improve its reputation |
| Comm | unicate effectively with customers |
| | Use different methods of communication |
| 03.02 | Identify the interpersonal skills which are required for effective team-working |
| 03.03 | Describe how to adapt own behaviour to meet the individual needs of the team |
| 03.04 | Use the telephone system efficiently and effectively |
| 03.05 | Identify the personal qualities required to deal with customer problems |
| 03.06 | Describe the skills required to deal with potentially stressful situations |
| 03.07 | Apply problem solving theories to resolving a customer service problem |
| 03.08 | Identify the process of solving a customer problem or complain |
| Apply | customer service improvements and develop self |
| 04.01 | Devise a method for obtaining customer feedback |
| 04.02 | Identify why it is important to give a positive impression to customers about changes made to customer sevice procedures |
| 04.03 | Identify how own behaviour might affect the behaviour of others |
| 04.04 | Identify how to obtain useful and constructive feedback from others about own performance |
| | Identify own strengths and weaknesses in relation to working whithin a customer service role |
| 04.06 | apply the techniques of self assessment to look at strengths andweknesses |
| | Produce a Training Needs Analysis (TNA) for self |
| 04.08 | 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 |

Unit Specification **J/600/1003** Delivery of effective customer service



| Qualification Framework : Title : | RQF Delivery of effective customer service |
|--------------------------------------|---|
| Unit Level : | Level 2 |
| Unit Sub Level : | None |
| Guided Learning Hours : | 50 |
| Unit Credit Value : | 6 |
| SSAs : | 15.2 Administration |
| Unit Grading Structure : | Pass |
| Assessment Guidance : | Please refer to the <u>Online iCQ Assessment Guidance</u> . |

| Unit: I/ | 600/1003 : Delivery of effective customer service |
|----------|---|
| | be the principles of customer service |
| - | ent Criterion - The learner can: |
| 01.01 | .1 Identify the purpose of customer service |
| 01.02 | .2 Describe how customer service affects the success of the organisation |
| 01.03 | .3 Describe different types of customers of an organisation |
| | .4 Identify the range of customer needs |
| 01.05 | .5 Identify the customer service information which may be retained |
| 01.06 | 6 Identify the difference between providing a product and providing a service |
| 01.07 | .7 Describe what is meant by an after-sales service |
| 01.08 | .8 Describe what is meant by a Unique Selling Point (USP) and a Unique Service Offer (USO) |
| 01.09 | .9 Identify the methods a customer service deliverer can use to keep product and service knowledge up-to-date |
| 01.10 | .10 Describe how an organisation can promote its products and/or services |
| 2 Under | stand how customer needs and expectations are formed |
| 02.01 | .1 Describe the purpose of an organisations service offer |
| 02.02 | .2 Describe how customer expectations are formed |
| 02.03 | .3 Describe the interrelationship between customer satisfaction and customer expectations |
| 02.04 | .4 Describe how customer needs can be identified |
| 02.05 | .5 Identify the methods of obtaining customer feedback |
| 02.06 | .6 Describe how an organisation can maintain customer loyalty |
| 02.07 | .7 Identify why it is important to ensure effective customer relationships are maintained |
| 02.08 | .8 Describe why it is important for a customer to be able to identify a brand |
| 3 Under | stand principles of responding to customers problems or complaints |
| 03.01 | .1 Identify common causes of customer problems and complaints |
| 03.02 | .2 Identify different methods of communication |
| 03.03 | .3 Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers |
| 03.04 | .4 Explain how the non verbal communication of the service deliverer can affect the behaviour of the customer |
| 03.05 | .5 Describe how personal presentation, approach and attitude will influence the perception of the service delivered |
| 4 Identi | fy the interpersonal and team working skills required in the customer service environment |
| 04.01 | .1 Describe the skills required for effective teamworking |
| 04.02 | .2 Describe how to maintain effective working relationships within a team |
| | .3 Describe the range of inter-personal skills required for effective customer service |
| | fy the legislation which supports the customer service process |
| _ | .1 Identify the key aspects of the legislation relating to consumer law |
| | .2 Identify the main principles of equal opportunities legislation in relation to providing customer service |
| | .3 Identify the responsibilities of the employer and employee under the Health and Safety at Work Act |
| 05.04 | .4 Describe why it is important to respect customer and organisation confidentiality |
| 05.05 | .5 Identify the main principles of the Data Protection Act |
| 05.06 | .6 Identify how a code of practice or ethical standards can impact upon the activities of a service deliverer |