VOCATIONAL QUALIFICATIONS 2012
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Aberdeen & Grampian Chamber of Commerce
The Ultimate Business Network

Vocational Qualifications

Customer Service

Promotion Training
Development Skil
Apprenticeship
Career Learni

SVQ'S AND MODERN APPRENTICESHIPS IN CUSTOMER SERVICE

The Scottish Vocational Qualification (SVQ) and Modern Apprenticeships (MA) in Customer Service are nationally recognised awards accredited by the Scottish Qualifications Authority (SQA) or Education Development International (EDI) in partnership with the Institute of Customer Service (ICS), and are aimed at people in customer service roles across all occupations and sectors of employment. Like all SVQs this qualification is competence based.

This means that it is linked to the candidate's ability to competently perform a range of tasks connected with their work.

HOW THE CHAMBER CAN HELP YOU?

At Aberdeen & Grampian Chamber of Commerce, we understand that you are an individual, with unique aspirations and goals. No matter what you want to achieve, the Chamber will help you very step of the way. Whether you are at the start of your career, seeking to move up through your organisation, we'll give you the support and guidance to help you succeed at every stage of your career by achieving a vocational qualification in Customer Service.

The Chamber offers a wide range of flexible, nationally recognised qualifications so you can easily bring relevant customer service experience to bear, adding genuine value for your employer and enhancing your career prospects by increasing your knowledge, skills and professionalism. SVQ's and Modern Apprenticeships are aimed at the technicians and managers of the future. They have been introduced to give people access to the occupational area of their choice along with training to the relevant SVQ. The frameworks for all SVQ's and Modern Apprenticeships (Scotland) are developed by the industry in which they are to be implemented, so that they provide all the skills a person requires in order to become a craftsperson, technician or manager.

Who is this SVQ for?

These SVQs are work-orientated qualifications and are suitable for those who undertake Customer Service related activities. They are open to candidates with no entry barriers or previous academic attainment or learning.

What is its purpose?

The aim of these qualifications is to recognise the skills and competences of candidates in the workplace. These qualifications provide individuals with an opportunity to demonstrate skills and knowledge needed for a career in Customer Service. The units encompass a broad range of competencies from the Customer Service sector.

What does the SVQ in Customer Service consist of?

The SVQ consists of a number of Units adopting the following format:

Unit summary
This provides information on what the unit is about, who the unit is intended for, links with other units and a list of the main generic units which are needed. This section of the unit is for guidance.

Performance indicators
This section describes the activities customer service staff are expected to perform.

Knowledge and understanding
This is split into general knowledge and understanding; industry / sector specific knowledge and understanding; and context specific knowledge and understanding. This section defines the knowledge and understanding required to carry out the role effectively.

Evidence requirements
This section lists the evidence required to prove competence and also provides examples of possible evidence. In addition, it shows the behaviours and knowledge and understanding that the example evidence is likely to be able to generate.

Units are simply different tasks that are familiar areas of work to all customer service staff.

Assessment of SVQs in customer service staff. will be based on a number of key principles,which are covered in the Assessment Strategy.

CUSTOMER SERVICE SVQ LEVEL 2

The Customer Service level 2 qualification is aimed at candidates who are working in a customer service role and recognises that employment in the customer service sector involves a diverse range of functions, tasks and activities that are constantly developing and changing.

To achieve the full award, candidates must complete seven units, including two mandatory units and five optional units.

MANDATORY UNITS

Candidates must complete all of the mandatory units listed below:

Customer Service Foundations
- Communicate using customer service language
- Follow the rules to deliver customer service

OPTIONAL UNITS
Candidates must also complete 5 of the units, from the following groups:

Impression and Image
- Communicate effectively with customers
- Give customers a positive impression of yourself and your organisation
- Promote additional services or products to customers
- Process information about customers
- Live up to the customer service promise
- Make customer service personal
- Go the extra mile in customer service
- Deal with customers face to face
- Deal with incoming telephone calls from customers
- Make telephone calls to customers

Delivery
- Deliver reliable customer service
- Deliver customer service on our customer's Premises
- Recognise diversit when delivering customer service
- Deal with customers across a language divide
- Use questioning techniques when delivering customer service
- Deal with customers using bespoke software
- Maintain customer service through effective hand over

Handling Problems
- Resolve customer service problems
- Deliver customer service to difficult customers
- Monitor and solve customer service problems
- Apply Risk Assessment to customer service
- Process customer service complaints

Development and Improvement
- Develop customer relationships
- Support customer service improvements
- Develop personal performance through delivery

Initial discussion with your assessor will ensure you make the best choice of optional units to achieve your qualification.

CUSTOMER SERVICE SVQ LEVEL 3

The Customer Service Level 3 qualification is aimed at candidates who will be delivering and managing service and will be accountable in the area of practice. Candidates will be working without direct supervision or on their own, such as in a commercial customer service environment.

To achieve the full award, candidates must complete eight units, including two mandatory units and five optional units.

MANDATORY UNITS

Candidates must complete all of the mandatory units listed below:

Customer Service Foundations

- Demonstrate understanding of customer service
- Demonstrate understanding of the rules that impact on improvements in customer service

OPTIONAL UNITS

Candidates must also complete 5 of the units, from the following groups:

Impression and Image

- Deal with customers in writing or electronically
- Use customer service as a competitive tool
- Organise the promotion of additional services or products to customers
- Build a customer service knowledge set

Delivery

- Deliver customer service using service partnerships
- Organise the delivery of reliable customer service
- Improve the customer relationship

Handling Problems

- Monitor and solve customer service problems
- Apply risk assessment to customer service
- Process customer service complaints

Development and Improvement

- Work with others to improve customer service
- Promote continuous improvement
- Develop your own and others' customer service skills
- Lead a team to improve customer service
- Gather, analyse and interpret customer feedback
- Monitor the quality of customer service transactions
- Implement quality improvements to customer service
- Plan and organise the development of customer service staff
- Develop a customer service strategy for a part of an organisation
- Manage a customer service award programme
- Apply technology or other resources to improve customer service
- Review and re-engineer customer service processes
- Manage customer service performance

CUSTOMER SERVICE SVQ LEVEL 4

The Customer Service level 4 qualification is aimed at candidates working in a senior role within the organisation that treats customer service as a priority. The candidate does not have to be a line manager of other people or even have manager as part of the title; however they should hold a position that would allow them to influence decision making and shape how customer service is delivered inside or outside of the organisation.

To achieve the full award, candidates must complete eight units, including two mandatory units and six optional units.

MANDATORY UNITS

Candidates must complete all of the mandatory units listed below:

Customer Service Foundations

- Demonstrate understanding of customer service management
- Follow organisational rules, legislation and external regulations when managing customer service

OPTIONAL UNITS

Candidates must also complete 6 of the units, from the following groups:

Impression and Image

- Champion customer service
- Make customer service environmentally friendly and sustainable

Delivery

- Maintain and develop a healthy and safe customer service environment
- Plan, organise and control customer service operations
- Review the quality of customer service
- Build and maintain effective customer relations
- Deliver seamless customer service with a team

Handling Problems

- Handle referred customer complaints

Development and Improvement

- Implement quality improvements to customer service
- Plan and organise the development of customer service staff
- Develop a customer service strategy for a part of an organisation
- Manage a customer service award programme
- Apply technology or other resources to improve customer service
- Review and re-engineer customer service processes
- Manage customer service performance

WHAT IS THE VOCATIONAL PROCESS?

• STEP ONE - The candidate meets with the assessor for discussion of job description and initial assessment of the candidate's skill and knowledge. Candidates complete a Skillcheck to ensure that the candidate is attempting the right qualification at the right level.

• STEP TWO - The candidate commences their vocational qualification with information about best current practice in gathering evidence and how to display their knowledge and understanding. Awarding body information will also be provided at this initial session.

• STEP THREE - The Chamber will allocate the candidate an Assessor and Internal Verifier. The Chamber will then register the candidate with the awarding body. Regular meetings take place initially every few weeks extending to monthly as the candidate gains confidence.

• STEP FOUR - Candidates can, and are encouraged to, communicate with their adviser or assessor between meetings by telephone, fax, email, letter or by personal visit to the centre to get advice or clarification.

• STEP FIVE - Candidates submit their work for assessment unit by unit. The candidate's assessor gives feedback on each unit of work explaining where gaps exist or evidence is insufficient and how best to overcome the deficit.

• STEP SIX - When the candidate's unit of work is accepted by the assessor to have proven their competence it is then passed to Internal Verification. Internal Verification will ensure that the unit of work meets the awarding bodies' standards and will then inform the awarding body of the candidate's successful completion. After completion of the required number of units showing the candidate's competence, the awarding body will issue the certificate.

MODERN APPRENTICESHIPS

Candidates undertaking a Modern Apprentice qualification in Customer Service will also be required to undertake core skill units in addition to the standard number of units. The assessor will explain this in more detail.

FUNDING

In some cases, funding will be available from Skills Development Scotland for Modern Apprenticeship programmes. Again the assessor will confirm if you are eligible for funding.

QUALITY ASSURANCE

The Chamber is externally verified by all the awarding bodies such as the Scottish Qualifications Authority and EDI twice a year to ensure that good practice and standards are maintained. For further information and costings for the qualifications, please contact the VQ Team either by phone or email.

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