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Qualification Specification

Highfield Level 2 Award in Customer Service (RQF)

Qualification Number: 600/6685/4

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Highfield Level 2 Award in Customer Service

Introduction

This qualification specification is designed to outline all you need to know to offer this qualification at your centre. If you have any further questions, please contact your account manager

Qualification regulation and support

The Highfield Level 2 Award in Customer Service (RQF) has been developed, and is awarded, by Highfield Qualifications, and sits on the Regulated Qualifications Framework (RQF). The RQF is a qualification framework regulated by Ofqual and CCEA Regulation. It is also suitable for delivery in Wales and is regulated by Qualifications Wales.

Key facts

Qualification number:	600/6685/4
Learning aim reference:	60066854
Credit value:	1
Assessment method:	Multiple-choice examination
Guided learning hours (GLH):	6
Total qualification time (TQT):	7

Qualification overview and objective

The objective of this qualification is to support learners working or preparing to work in a customer service role or where using a telephone is a part of their role. It is suitable for all industries where customer service is a requirement.

The qualification covers the principles of customer service including how to meet customers' expectations, the importance of appropriate behaviour and communication techniques as well as ways to deal with problem customers.

Entry requirements

To register for this qualification, it is recommended that learners meet the following:

- be 14 years of age or above
 - have a basic level of English
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Guidance on delivery

The total qualification time for this qualification is 7 and of this 6 are recommended as guided learning hours.

TQT is an estimate of the total number of hours it would take an average learner to achieve and demonstrate the necessary level of attainment to be awarded with a qualification, both under direct supervision (forming guided learning hours) and without supervision (all other time). TQT and GLH values are advisory and assigned to a qualification as guidance.

Delivery would normally be within a classroom setting, however this may be adjusted in accordance with learners' needs and/or local circumstances. Learners may be asked to do some pre-course reading and therefore an hour of self-study and preparation has been added.

Guidance on assessment

The qualification is assessed by a multiple-choice question examination. The examination for this qualification contains 30 questions that must be completed within 1 hour. The pass mark is 66%. Completed examination papers should be returned to Highfield Qualifications for marking. Results will then be provided to the centre afterwards.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.

Recognition of prior learning (RPL)

Centres may apply to use recognition of prior learning or prior achievement to reduce the amount of time spent in preparing a learner for assessment. For further information on how centres can apply to use RPL as described above, please refer to the Recognition of Prior Learning (RPL) Policy in the members' area of the Highfield Qualifications website. This policy should be read in conjunction with this specification and all other relevant Highfield Qualifications documentation.

Tutor requirements

Highfield Qualifications recommends nominated tutors for this qualification meet the following:

- have experience within the hospitality, retail or other customer service environments
 - hold a relevant subject area qualification, which could include any of the following:
 - o Level 2 Certificate in Customer Service
 - o Level 2 NVQ Certificate in Customer Service
 - o Level 3 Certificate in Customer Service
 - o Level 3 NVQ Diploma in Customer Service
 - hold a recognised teaching qualification or have relevant experience of training, which could include any of the following:
 - o Level 4 PTLLS, or above
 - o Level 3 International Award in Delivering Training (or equivalent)
 - o Level 3 Award in Education and Training (QCF)
 - o Level 4 Certificate in Education and Training
 - o Diploma or certificate in education or Bachelors or masters degree in education
 - o Level 3 or 4 NVQ in training and/or development
 - o proof of at least 30 hours of training in any subject
 - o training within a team leader/management role
 - maintain appropriate continued professional development for the subject area
-

Reasonable adjustments and special considerations

Highfield Qualifications has measures in place for learners who require additional support. Please refer to Highfield Qualifications' Reasonable Adjustments Policy for further information/guidance.

ID requirements

It is the responsibility of the centre to have systems in place to ensure that the person taking an assessment is indeed the person they are claiming to be. All centres are therefore required to ensure that each learner's identification is checked before they undertake the assessment. Highfield Qualifications recommends the following as proof of a learner's identity:

- a valid passport (any nationality)
- a signed UK photocard driving licence
- a valid warrant card issued by HM forces or the police
- another photographic ID card, e.g. employee ID card, student ID card, travel card etc.

If a learner is unable to produce any of the forms of photographic identification listed above, a centre may accept another form of identification containing a signature, for example, a credit card. Identification by a third-party representative, such as a line manager, human resources manager or invigilator, will also be accepted.

For more information on learner ID requirements, please refer to Highfield Qualifications' Core Manual.

Progression opportunities

On successful completion of this qualification, learners may wish to continue their development by undertaking one of the following qualifications:

- Highfield Level 2 NVQ Certificate in Customer Service
- Highfield Level 2 Diploma in Customer Service
- Highfield Level 2 Diploma for Customer Service Practitioners
- Highfield Level 3 Diploma in Customer Service

Useful websites

- www.skillsca.org/

Recommended training materials

The following resources have been reviewed by Highfield Qualifications and are recommended training materials for users of this qualification.

- Level 2 Customer Service Handbook by Highfield International
 - Level 2 Customer Service Training Presentation by Highfield.co.uk Ltd
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Appendix 1: Qualification structure

To complete the Highfield **Level 2 Award in Customer Service**, learners must complete one **mandatory unit**:

Mandatory group

Unit reference	Unit title	Level	GLH	Credit
H/504/3832	Principles of Customer Service	2	6	1

Appendix 2: Qualification content

Unit 1: Principles of Customer Service

Unit number: H/504/3832

Credit: 1

GLH: 6

Level: 2

Learning Outcomes		Assessment Criteria	
<i>The learner will</i>		<i>The learner can</i>	
1.	Understand the principles of customer service	1.1	Identify the purpose of customer service
		1.2	Describe how customer service affects the success of an organisation
		1.3	Identify the different types of customers an organisation may have
		1.4	Identify the range of customer needs
		1.5	Describe how effective teamwork impacts on customer service
2.	Understand how customer needs and expectations are formed	2.1	Describe the purpose of an organisation's service offer
		2.2	Describe how customer expectations are formed
		2.3	Describe the relationships between customer expectations and customer satisfaction
		2.4	Identify why it is important to ensure effective customer relationships are maintained
		2.5	Identify methods of obtaining customer feedback and why this is important
3.	Know the interpersonal skills and appropriate behaviour required in the customer service environment	3.1	Identify different methods of communication
		3.2	Describe the range of interpersonal skills required for effective customer service
		3.3	Explain how non-verbal communication of the service deliverer can affect the behaviour of the customer

Learning Outcomes	Assessment Criteria
<i>The learner will</i>	<i>The learner can</i>
	<p>3.4 Describe how personal presentation, approach and attitude will influence the perception of the service delivered</p> <p>3.5 Describe the appropriate behaviour and customer service skills required when using the telephone</p> <p>3.6 Explain why it is important to ensure that the customer is informed and reassured at all stages</p>
<p>4. Understand the principles of responding to customers' problems or complaints</p>	<p>4.1 Identify common causes of customer problems and complaints</p> <p>4.2 Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers</p> <p>4.3 Describe ways of handling difficult customer situations</p> <p>4.4 Explain the importance of responding to customer service issues promptly</p>

Appendix 3: Sample assessment material

HABC EXAMINATION



Paper Code: CUS2005

Level 2

Principles of Customer Service

H/504/3832

Information for registered centres

The seal on this examination paper must only be broken by the candidate at the time of the examination.
Under no circumstances should a candidate use an unsealed examination paper.

Information for candidates

Under no circumstances should you the candidate use an unsealed examination paper.
This examination consists of 30 multiple-choice questions.
The minimum pass mark is 20 correct answers.
The duration of this examination is 1 hour.
You are **NOT** allowed any assistance to complete the answers.
You must use a pencil to complete the answer sheet - pens must **NOT** be used.
When completed, please leave the Examination Answer Sheet (EAS) on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:
For each question, fill in **ONE** answer **ONLY**.
If you make a mistake ensure you erase it thoroughly.
You must mark your choice of answer by shading in **ONE** answer circle only.
Please mark each choice like this:

01 A B C **ANSWER COMPLETED CORRECTLY**

Examples of how NOT to mark your Examination Answer Sheet (EAS). These will not be recorded.

01 A B C **DO NOT** partially shade the answer circle
ANSWER COMPLETED INCORRECTLY

01 A B **DO NOT** use ticks or crosses
ANSWER COMPLETED INCORRECTLY

01 A B C **DO NOT** use circles
ANSWER COMPLETED INCORRECTLY

01 A B C **DO NOT** shade over more than one answer circle
ANSWER COMPLETED INCORRECTLY

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

The awarding body that Listens

05 January 2017
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