



Level 1 Award in the Principles of Customer Service

Qualification Specification

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Introduction

The **ProQual Level 1 Award in the Principles of Customer Service** qualification provides an opportunity to gain the basic skills and knowledge required for any job which involves dealing with customers. It provides an introduction to the principles of customer service and is appropriate for individuals working in a customer service role or those who are developing employability skills and preparing for work.

The awarding body for this qualification is ProQual Awarding Body and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual). The specification for these qualifications has been approved by the Department for Education and Skills (DfES) for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

The qualification has been accredited onto the Regulated Qualifications Framework (RQF) and it provides a progression route to higher level qualifications in Customer Service or other discipline related qualifications.

Qualification Profile

Qualification title	ProQual Level 1 Award in the Principles of Customer Service
Ofqual qualification number	600/7736/0
Level	Level 1
Total qualification time	60 hours
Guided learning hours	30
Assessment	Pass or fail Internally assessed and verified by centre staff External quality assurance by ProQual verifiers
Qualification start date	1/1/13
Qualification end date	

Entry Requirements

There are no formal entry requirements for this qualification.

Centres should carry out an **initial assessment** of candidate skills and knowledge to identify any gaps and help plan the assessment.

Qualification Structure

To achieve the qualification candidates must complete the Mandatory unit.

Mandatory Units			
Unit Reference Number	Unit Title	Unit Level	GLH
Y/501/4375	Principles of customer service	1	30

Centre Requirements

Centres must be approved to offer this qualification. If your centre is not approved please complete and submit form **ProQual Additional Qualification Approval Application**.

Staff

Staff delivering this qualification must be appropriately qualified and/or occupationally competent.

Assessors/Internal Quality Assurance

For each competence-based unit centres must be able to provide at least one assessor and one internal quality assurance verifier who are suitably qualified for the specific occupational area. Assessors and internal quality assurance verifiers for competence-based units or qualifications will normally need to hold appropriate assessor or verifier qualifications, such as:

- Award in Assessing Competence in the Work Environment
- Award in Assessing Vocationally Related Achievement
- Certificate in Assessing Vocational Achievement
- Award in the Internal Quality Assurance of Assessment Processes and Practices
- Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practices

Support for Candidates

Materials produced by centres to support candidates should:

- enable them to track their achievements as they progress through the learning outcomes and assessment criteria;
- provide information on where ProQual's policies and procedures can be viewed;
- provide a means of enabling Internal and External Quality Assurance staff to authenticate evidence

Links to National Standards / NOS mapping

National Occupational Standards (NOS) are owned by a Sector Skills Council or Standard Setting Body and they describe the skills, knowledge and understanding needed to undertake a particular task or job at different levels of competence.

The structure and units of this qualification relate to the NOS in customer service and directly relevant to the needs of employers.

Assessment

This qualification is competence-based, candidates must demonstrate the level of competence described in the units. Assessment is the process of measuring a candidate's skill, knowledge and understanding against the standards set in the qualification.

The qualification must be assessed by an appropriately experienced and qualified assessor.

Each candidate is required to produce a portfolio of evidence which demonstrates their achievement of all of the learning outcomes and assessment criteria for each unit.

- Evidence can include:
- observation report by assessor
 - assignments/projects/reports
 - professional discussion
 - witness testimony
 - candidate product
 - worksheets
 - record of oral and written questioning
 - Recognition of Prior Learning

Learning outcomes set out what a candidate is expected to know, understand or be able to do.

Assessment criteria specify the standard a candidate must meet to show the learning outcome has been achieved.

Learning outcomes and assessment criteria for this qualification can be found from page 8 onwards.

Internal Quality Assurance

An internal quality assurance verifier confirms that assessment decisions made in centres are made by competent and qualified assessors, that they are the result of sound and fair assessment practice and that they are recorded accurately and appropriately.

Adjustments to Assessment

Adjustments to standard assessment arrangements are made on the individual needs of candidates. ProQual's Reasonable Adjustments Policy and Special Consideration Policy sets out the steps to follow when implementing reasonable adjustments and special considerations and the service that ProQual provides for some of these arrangements.

Centres should contact ProQual for further information or queries about the contents of the policy.

Results Enquiries and Appeals

All enquiries relating to assessment or other decisions should be dealt with by centres, with reference to ProQual's Enquiries and Appeals Procedures.

Certification

Candidates who achieve the requirements for qualifications will be awarded:

- A certificate listing all units achieved, and
- A certificate giving the full qualification title -

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Claiming certificates

Centres may claim certificates for candidates who have been registered with ProQual and who have successfully achieved the requirements for a qualification. All certificates will be issued to the centre for successful candidates.

Replacement certificates

If a replacement certificate is required a request must be made to ProQual in writing. Replacement certificates are labelled as such and are only provided when the claim has been authenticated. Refer to the Fee Schedule for details of charges for replacement certificates.

Learning Outcomes and Assessment Criteria

Unit Y/501/4375 Principles of customer service

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Know how to deliver good customer service	1.1 Identify different types of customers 1.2 Identify different needs of customers 1.3 State what is meant by customer satisfaction. 1.4 State what is meant by customer expectations
2 Know different communication methods	2.1 State effective methods of communication to use when dealing with different customers. 2.2 State how to use questions when dealing with different customers. 2.3 Identify positive and negative body language and facial expression 2.4 State how customers' body language impacts on customer service. 2.5 State how own body language impacts on customer service
3 Know how to provide good customer service in line with organisational procedures	3.1 State the importance of providing products and services which are 'fit for purpose' 3.2 State the importance of customer and organisation confidentiality 3.3 State the limits of own authority.
4 Know how to effectively deal with customer queries, problems and complaints	4.1 State how to deal with customer queries 4.2 Identify common customer problems and complaints 4.3 State how to deal with problems and complaints



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