



## National Unit Specification: general information

**UNIT** Customer Service Skills for the Entrepreneur (SCQF level 5)

**CODE** H734 45

### SUMMARY

This Unit is designed to provide the candidate with fundamental customer service skills and will reflect the importance of good customer services in the success and sustainability of a new venture. It is intended for candidates who are taking part in programmes aimed at encouraging enterprise and entrepreneurial spirit. However, it may also be delivered successfully as a stand-alone Unit, which introduces the candidate to the importance of customer service within commerce.

### OUTCOMES

- 1 Demonstrate knowledge and understanding of building and maintaining relationships with customers.
- 2 Explain the importance of customer retention and methods of improving customer service.
- 3 Resolve customer problems effectively.

### RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates will benefit from having attained the Unit *Customer Service Skills for the Entrepreneur* (SCQF level 4) F5G6 10.

### CREDIT VALUE

1 credit at SCQF level 5 (6 SCQF credit points at SCQF level 5\*).

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

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### Administrative Information

**Superclass:** BA

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## **National Unit Specification: general information (cont)**

**UNIT** Customer Service Skills for the Entrepreneur (SCQF level 5)

### **CORE SKILLS**

This information will be provided by the NQ Product Team.

## **National Unit Specification: statement of standards**

### **UNIT Customer Service Skills for the Entrepreneur (SCQF level 5)**

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

#### **OUTCOME 1**

Demonstrate knowledge and understanding of building and maintaining relationships with customers.

##### **Performance Criteria**

- (a) Explain the benefits to a business of establishing an effective relationship with customers.
- (b) Explain how to deal with requests from customers in a way that promotes or establishes customers confidence in dealing with the business.
- (c) Establish a system to obtain and respond to customer feedback.

#### **OUTCOME 2**

Explain the importance of customer retention and methods of improving customer service.

##### **Performance Criteria**

- (a) Explain the importance of retaining existing customers.
- (b) Design a simple quality system to check the quality of service and monitor performance.

#### **OUTCOME 3**

Resolve customer problems effectively.

##### **Performance Criteria**

- (a) Establish the nature of the complaint or problem promptly.
- (b) Take ownership for the resolution of the problem.
- (c) Display respect for, and adhere to, the customer's legal rights.

## **National Unit Specification: statement of standards (cont)**

### **UNIT    Customer Service Skills for the Entrepreneur (SCQF level 5)**

#### **EVIDENCE REQUIREMENTS FOR THIS UNIT**

Evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria of the Unit.

A holistic approach is recommended for assessment of this Unit and evidence should be generated through open-book conditions.

Candidates are required to produce a folio of evidence. Where evidence is oral in nature this must be supported by an appropriate assessor checklist.

#### **Outcome 1 — written and/or oral evidence**

Candidates should explain two benefits to the organisation gained by establishing an effective relationship with its customers.

Candidates are required to explain the importance of responding to customers requests accurately and promptly. In addition candidates should explain how to respond to such requests appropriately, and in a manner that gives the customer confidence in the business by the following means:

- ◆ Face-to-face
- ◆ By telephone
- ◆ By letter
- ◆ By e-mail

Candidates will have to design a system which can be applied to their business and that will acknowledge and thank customers for their feedback. The system should be capable of informing the customer of the action that has been taken as a result of their feedback.

Where oral evidence is used this must be recorded by the assessor.

#### **Outcome 2 — written and/or oral evidence**

Candidates will have to explain, giving two reasons, why the business will benefit from retaining existing customers.

Candidates are required to produce a simple quality system that enables a business to monitor performance and its effect on customer service.

Where oral evidence is used this must be recorded by the assessor.

## **National Unit Specification: statement of standards (cont)**

### **UNIT** Customer Service Skills for the Entrepreneur (SCQF level 5)

#### **Outcome 3 — written and/or oral evidence**

Candidates will have to demonstrate how a customer complaint or problem is dealt with effectively. This will include how the details of the complaint or problem are established appropriately and promptly, and how ownership of the complaint or problem is accepted. In addition, the candidate should provide evidence that the customer's legal rights have been taken into consideration when dealing with, and effectively resolving, the customer complaint or problem.

Where oral evidence is used this must be recorded by the assessor.

## **National Unit Specification: support notes**

### **UNIT Customer Service Skills for the Entrepreneur (SCQF level 5)**

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

#### **GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT**

The Unit is intended for candidates following a course of study and programmed activities on enterprise and entrepreneurial behaviour. It has been identified as one of six Units which will contribute towards a Scottish Progression Award in Enterprise and Employability at Intermediate 2. The programme should include a segment which requires candidates to consider setting up their own business.

#### **GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT**

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes. If the Unit is being delivered as part of the National Progression Award in Enterprise and Employability (SCQF level 5) it is recommended that consideration be given to the order of delivery of the other Units.

The Unit can be delivered on a stand-alone basis or as part of a larger programme on enterprise, entrepreneurial activity or general business orientation. It should be directly linked to a series of activities and exercises which candidates could work their way through, developing a feeling for the realities of business and self-employment. The Outcomes focus almost entirely on skills, behaviour and applied knowledge thus making the delivery of the Unit a practical and experiential experience. The candidate should acquire skills which will enable them to deal effectively with customers, including responding to, and resolving issues and problems raised by their customers.

#### **OPPORTUNITIES FOR CORE SKILL DEVELOPMENT**

The need to carry out practical tasks in dealing with customer queries and complaints and find solutions to these, and the requirement to design customer feedback and quality systems provides opportunities to develop aspects of Core Skills in:

- ◆ *Working with Others*
- ◆ *Communication*
- ◆ *Problem Solving*
- ◆ *Information and Communication Technology*
- ◆ *Numeracy*

However, there is no automatic certification of Core Skills or Core Skills components.

## **National Unit Specification: support notes (cont)**

### **UNIT    Customer Service Skills for the Entrepreneur (SCQF level 5)**

#### **GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT**

##### **Opportunities for the use of e-assessment**

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

As emphasis should be placed on experiential learning - on developing a feeling for the realities of business and self-employment, a holistic approach to assessment should be taken. The candidate should be encouraged to maintain a portfolio of activities (activity sheets) carried out during the delivery of the Unit to provide all the requisite assessment evidence.

##### **DISABLED CANDIDATES AND/OR THOSE WITH ADDITIONAL SUPPORT NEEDS**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)