



Scottish Vocational Qualifications Internal Assessment Report 2013 Customer Service

The purpose of this report is to provide feedback to centres on verification in Scottish Vocational Qualifications in this subject.

SVQ awards

General comments

This Internal Assessment Report covers the following qualifications:

SVQ 2 Customer Service SCQF level 5 GA39 22

SVQ 3 Customer Service SCQF level 6 GA52 23

This has been another successful session. Activity has been steady with 39 external verification visits being carried out. All the visits were successful this session. The external verification team had been very positive in the verification reports and all the reports highlight good practice.

Portfolios were well presented and well assessed. The range of evidence presented was wide and the quality was high. Evidence was well matched to the standards and easy to track. Assessment was holistic in most cases, with good use being made of the evidence. The stages of planning, assessment, review and feedback were evident in portfolios.

The assessors and Internal Verifiers all had appropriate qualifications and were familiar with the standards and assessment strategy. The External Verifiers highlighted that assessors and Internal Verifiers had up-to-date CPD records.

Standardisation is being carried out in both formal and informal ways, with minutes or notes being recorded and made available on external verification visits.

The qualifications are highly rated by assessors, candidates and employers alike and this has resulted in an upward trend in candidate numbers.

The quality of work across centres is being maintained at a high level.

Visits have been well organised and centres have provided all documentation relating to assessment, internal verification and CPD.

The number of centres using electronic portfolios and recording methods such as digital voice recorders and digital photography continues to rise.

Unit specifications, instruments of assessment and exemplification materials

From the external verification reports it was clear that candidate evidence was well presented and accurately assessed. Assessment decisions sampled were valid and reliable.

There was a good variety of assessment evidence with a good balance of performance evidence and supporting evidence. The performance evidence sampled included observation and work products.

Portfolio evidence was well referenced and tracked against performance criteria and knowledge. All centres showed a clear audit trail across assessment and internal verification.

Centres are continuing to use good cross-referencing between optional Units and mandatory Units.

Evidence Requirements

Centre assessors and Internal Verifiers demonstrated clear understanding of the Evidence Requirements by the consistent interpretation of standards and effective judgement of candidates' level of performance and achievement for all the awards.

Administration of assessments

All centres demonstrated good administration systems to support the assessment and internal verification procedures.

General feedback

Discussions with candidates indicated that they were very well supported by assessors. In addition to the face-to-face meetings with assessors, centres provided candidates with open access to the assessors via telephone and e-mail. Many centres are now using e-portfolio systems but it is important that regular and frequent face-to-face contact with the assessor is maintained, particularly at level 2.

All candidates sampled had fair access to the assessment process.

Where development points had been identified in previous visits, centres have acted on them.

Areas of good practice

External Verifiers observed the following examples of good practice:

- ◆ A continued expansion in the types of evidence being presented, such as appraisals and performance records.
- ◆ Feedback from candidates has been positive: most feel that the award has improved their work performance, providing opportunities for progress within the workplace such as promotion, permanent jobs, etc.
- ◆ In cases of confidentiality and technical difficulties, assessors describe and signpost items of evidence in portfolios while leaving the actual evidence in workplace systems. However, External Verifiers are still able to access the material.
- ◆ Assessors continue to use holistic assessment; this means that good use is being made of the evidence.
- ◆ The number of centres using e-portfolios continues to increase.
- ◆ Alternative paper-based systems are offered where candidates are uncomfortable with electronic systems or do not have access to computers.

- ◆ All visits identified evidence of good assessment planning.
- ◆ Centres had very good well-documented internal verification procedures in place, providing good feedback to assessors and candidates.

Specific areas for improvement

All centres visited had robust internal verification procedures and documentation in place. It is, however, important that internal verification is ongoing and not end-loaded. This gives an indication of the performance of the assessors, as well as giving time to deal with any issues without lengthening the process or disadvantaging the candidate.

Work products are very good but are not always annotated. Product evidence should be annotated to explain the purpose and use. Annotation could be on the actual piece of evidence or in a separate statement which should be referenced to the piece of evidence.

It is important that continuing professional development (CPD) records indicate what was gained from the CPD activity and how this will be implemented.