

National Unit Specification: general information

UNIT Financial Services: Customer Service Standards (Higher)

CODE DV7J 12

COURSE National Progression Award Financial Services (Higher)

SUMMARY

This Unit is an optional Unit of the National Progression Award Financial Services. It is intended for either candidates who are currently working in the financial services sector or candidates who have a desire to enter employment in the financial services sector.

This Unit is designed to promote knowledge of the role of organisational procedures in relation to Customer Service Standards and the impact these have on service delivery. Candidates will develop a knowledge of organisational products and services in order to establish how best to identify and meet customer expectations and needs. Candidates will also develop knowledge and skills which will enable them to identify opportunities to improve defined standards of service delivery.

OUTCOMES

- 1 Demonstrate knowledge of organisational products, services and procedures when dealing with customers.
- 2 Provide a service to customers in line with an organisational procedures, products and standards.
- 3 Explain how customer service delivery can be improved whilst meeting organisational standards.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

- ◆ relevant knowledge and experience of working in the Financial Services sector or
- ◆ qualifications at SCQF level 5 (Intermediate 2 or Standard Grade Credit level)

Administrative Information

Superclass: BA

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National Unit Specification: general information (cont)

CREDIT VALUE

1 credit at Higher level (6SCQF credit points at SCQF level 6*)

**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.*

CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

National Unit Specification: statement of standards

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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 the Scottish Qualifications Authority.

OUTCOME 1

Demonstrate knowledge of organisational products, services and procedures when dealing with customers.

Performance Criteria

- (a) Describe accurately organisational procedures in relation to current products and services offered by the organisation.
- (b) Make the necessary preparations and arrangements to satisfy Health and Safety procedures prior to the commencement of and during a period of work.
- (c) Follow the relevant organisational procedures to ensure that your work area is secure, safe and uses space efficiently.

OUTCOME 2

Provide a service to customers in line with organisational procedures, products and standards.

Performance Criteria

- (a) Describe accurately organisational commitments to customers regarding the delivery of products and services.
- (b) Explain effectively to a customer why a service or product cannot be delivered.
- (c) Make effective adjustments to the service taking account of changed customer needs and expectations.
- (d) Effectively re-direct specific customer needs or queries within the organisation.

OUTCOME 3

Explain how customer service delivery can be improved whilst meeting organisational standards.

Performance Criteria

- (a) Describe own contribution to meeting defined standards of service delivery.
- (b) Identify ways in which own contribution to meeting defined standards could be improved.
- (c) Identify ways of working with colleagues to improve defined standards of service delivery.
- (d) Explain the importance of different levels of responsibility in meeting customer service delivery.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THE UNIT

Evidence for this Unit may be written, diagrammatic or orally recorded as long as the method chosen provides the appropriate evidence as required by the Outcomes, Performance Criteria and Evidence Requirements.

There will be two components of evidence for this Unit.

Practical Exercise(s)

The candidate will undertake Practical Exercise(s) to complete a range of tasks (either real life or simulated). Through the completion of these tasks the assessor must be satisfied that the candidate has achieved the following in line with organisational procedures.

Health and Safety

- ◆ Make the necessary preparations and arrangements to satisfy Health and Safety procedures prior to the commencement of and during a period of work.
- ◆ Follow the relevant organisational procedures to ensure that your work area is secure, safe and uses space efficiently.

General

- ◆ Explain effectively to a customer why a service or product cannot be delivered.
- ◆ Make effective adjustments to the service taking account of changed customer needs and expectations.
- ◆ Effectively re-direct specific customer needs or queries within the organisation.

The Practical Exercise(s) should be supported by a signed assessor checklist confirming that all evidence presented is complete and to the required standard.

The folio will be compiled and organised by the candidate throughout the Unit using whichever organisational documentation is most appropriate based on the individual's job role as long as the method chosen is deemed, by the assessor to be appropriate to the Evidence Requirement in question.

The folio should contain:

- ◆ An accurate description of current products and services offered by the organisation.
- ◆ An accurate description of organisational commitments to customers regarding the delivery of products and services.
- ◆ A description of own contribution to meeting defined standards of service delivery.
- ◆ Identification of ways in which own contribution to meeting defined standards could be improved.
- ◆ Identification of ways of working with colleagues to improve defined standards of service delivery.
- ◆ An explanation of the importance of different levels of responsibility (within the organisation) in meeting customer service delivery.

National Unit Specification: statement of standards (cont)

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The folio should be supported by a signed assessor checklist confirming that all evidence presented is complete and to the required standard.

The completed documents should be in response to real life or simulated situations.

The Assessment support package produced for this Unit provides examples of assessment methodologies and materials. Centres may use these or develop their own based on existing organisational activities, assessments and tests provided these meet the standard required as specified in the Evidence Requirements above.

National Unit Specification: support notes

UNIT Financial Services: Customer Service Standards (Higher)

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 content of this Unit covers some of the introductory aspects of Customer Service Standards which candidates working within the Financial Services Sector require to understand. It also highlights the importance of organisational guidelines, policies and procedures which are imperative for a positive customer experience within the Financial Services Sector. The areas covered are the provision and improvement of customer service, customer needs and expectations in relation to a specific organisation and position. Candidates need to develop a working knowledge of the relevant best practice in these areas. This knowledge is required to ensure that candidates can meet customer service standards.

Organisations include: banks (retail and corporate), National Savings & Investments, building societies, investment operations, credit unions, finance companies, pension companies and insurance companies.

Candidates are required to be aware of why customer service agreements and standards are necessary, and specifically in what ways they promote customer service delivery. The Performance Criteria are designed to provide a range of activities and experiences in order to consolidate these links within the minds of the candidate. Much of the work of this Unit will be done as part of the everyday normal activities carried out by the candidate in his/her current role.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

As far as possible, Learning and Teaching Approaches for this Unit should take place in the working environment (either real life or simulated). Much of the information for the Unit will stem from workplace demonstration and explanation. It is anticipated that organisational guidelines/policies and procedures will be investigated by the candidate. If possible, customer service standards should be explained by a competent industry professional who can relate practical experiences and knowledge to the candidate.

By identifying organisational procedures for dealing with customers, candidates should be encouraged to undertake research to develop their folio and where possible should have access to a Customer Services specialist

By demonstrating consistent customer service, it is hoped that where possible, candidates will undertake practical tasks to reflect the specific nature of the Financial Services Industry and of organisations within that industry. Candidates should be encouraged to develop consistent customer service levels balanced to customer need and expectations with reference, where possible to actual cases.

National Unit Specification: support notes (cont)

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By demonstrating customer service delivery on a consistent basis the candidate will be expected to identify and describe customer needs and expectations, improvements in current levels of service delivery whilst working as part of a customer focused team.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

It is unlikely that outcome by outcome assessment will be required in all situations. Where the candidate's job role is sympathetic to a more holistic assessment approach, then this is recommended. Regardless of the approach, a combination of instruments of assessment is available to test learning across the Unit.

Written evidence can be in the form of restricted response which confirms the candidate's learning.

Assessment will be either via observation of the candidate in their job role activity or where customer contact is not possible the conduct of role play which simulate this activity of the Performance Criteria.

Performance evidence can be in the current completion of a range of pre defined tasks. These can be completed either as assessment exercises or can be achieved in a workplace performance of the required task whilst working in the job role.

An assessor record/checklist of the performance should be used to record the candidate's achievement and be retained by the centre.

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).