



## National Unit Specification: general information

**UNIT** Customer Service Skills for the Entrepreneur (SCQF level 4)

**CODE** F5G6 10

### SUMMARY

This Unit is designed to provide the candidate with fundamental customer service skills and will reflect the importance of good customer services in order to sustain 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 an understanding of the importance of customer service and an awareness of legislation and standards affecting service to customers in a specific sector.
- 2 Demonstrate knowledge, understanding and application of interpersonal skills to meet customer needs.
- 3 Demonstrate knowledge, understanding and application of methods of dealing with customer queries and complaints.
- 4 Demonstrate knowledge and understanding of the use of customer feedback to improve services or products.

### RECOMMENDED ENTRY

Entry to this Unit is at the discretion of the centre.

### CREDIT VALUE

0.5 credit at SCQF level 4 (3 SCQF credit points at SCQF level 4\*).

*\*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)**

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### **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 4)**

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 an understanding of the importance of customer service and an awareness of legislation and standards affecting service to customers.

##### **Performance Criteria**

- (a) Explain the importance to a business of meeting customer needs effectively.
- (b) Identify current legislation which could affect service to customers in a specific sector.
- (c) Identify Codes of Practice which could affect service to customers in a specific sector.

#### **OUTCOME 2**

Demonstrate knowledge, understanding and application of interpersonal skills to meet customer needs.

##### **Performance Criteria**

- (a) Explain how effective interpersonal skills can be used to satisfy customer needs.
- (b) Demonstrate the effective use of interpersonal skills to satisfy customer needs.

#### **OUTCOME 3**

Demonstrate knowledge, understanding and application of methods of dealing with customer queries and complaints.

##### **Performance Criteria**

- (a) Explain the importance of keeping your knowledge of products and/or services up to date.
- (b) Identify and acknowledge customer dissatisfaction.
- (c) Demonstrate a calm manner when providing responses designed to maintain customer goodwill.
- (d) Explain to a customer why actions were taken.

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

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### **OUTCOME 4**

Demonstrate knowledge and understanding of the use of customer feedback to improve services or products.

#### **Performance Criteria**

- (a) Explain why comments on organisational service should be consistently sought.
- (b) Design a basic questionnaire to collect customer feedback to be used in improving services or products.
- (c) Design a basic plan to implement changes identified as a result of customer feedback.

### **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 in 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.

- ◆ Written and/or recorded oral evidence is required which demonstrates knowledge and understanding of aspects of customer service skills
- ◆ Performance evidence generated by participation in practical activities for this assessment should be carried out under supervision

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

Candidates will be required to provide evidence which identifies two pieces of current legislation which would have an impact on their service to customers. Evidence is also need which identifies the standards set by relevant Professional Bodies within their sector of business.

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

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

Candidates must identify one reason why good customer service is important to the business and one reason why good customer service is important to the customer.

Candidates must demonstrate and explain the positive effects of the following interpersonal skills:

- ◆ Using the customer's name
- ◆ Being polite and friendly
- ◆ Smart appearance

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

### **UNIT      Customer Service Skills for the Entrepreneur (SCQF level 4)**

Candidates should demonstrate their ability to listen to and question the customer effectively. The candidate must also be able to demonstrate their ability to interpret body language effectively.

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

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

Candidates must identify two reasons why it is important to keep their knowledge of products and/or services up to date.

Candidates will have to apply their knowledge and understanding to deal with a realistic customer query or complaint. This should involve:

- ◆ Finding out what the problem is and acknowledging it
- ◆ Taking ownership
- ◆ Remaining calm and polite
- ◆ Identifying a solution
- ◆ Communicating the solution to the customer effectively

Further guidance on appropriate examples of evidence can be found in the Support Notes of this Unit Specification.

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

#### **Outcome 4**

Candidates will have to demonstrate that they can collect sound, representative data through the composition of an appropriate questionnaire or survey. A basic plan should be devised to improve customer service based on changes identified from customer feedback.

Knowledge evidence may be oral or written. 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 4)

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 20 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 eight Units which will contribute towards a new Scottish Progression Award in Enterprise and Employability.

With regard to content, in certain sectors there may be legal requirements that govern the way customer service is handled. For example in the retail sector there is legislation that governs the return of goods and refunds of money. In some sectors data protection legislation may also apply. At this level the emphasis should be on raising the candidate's awareness of this legislation rather than specific coverage of particular acts. The candidate could be directed to various applicable websites thus encouraging online learning.

#### 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 4) it is recommended that consideration be given to the order of delivery of the other Units. For example, it could be delivered after *Establishing a Business Identity* F5GA 10.

The learning and teaching approaches to this Unit 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. The candidate could be directed to various applicable websites thus encouraging online learning.

Evidence for Outcome 3 could be gathered by a role-play exercise, or simulation of dealing with a realistic customer query or complaint.

#### OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

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

- ◆ *Working with Others*
- ◆ *Communication*
- ◆ *Problem Solving*

However there is no automatic certification of Core Skills within this Unit.

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

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### **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 (eg 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)