



## **Customer Service: Principles and Practices Award at SCQF level 5 (SQA Group Award Code: GG2A 45)**

This **Customer Service Award** is a short, compact Award which helps learners to develop the fundamental skills, personal qualities and knowledge essential in providing excellent customer service. In particular:

- ◆ effective communication and listening skills
- ◆ how to create a good impression with customers
- ◆ dealing with customers' needs (including customer dissatisfaction)
- ◆ understanding why good customer service is vital to organisations

### **Why deliver the qualification?**

Professional customer service is important to all organisations – irrespective of size, type of industry, and whether in the private, public or voluntary sector. This Customer Service Award is therefore open to all learners, regardless of age, academic experience or ability.

This Award is flexible and allows centres and learners to explore and develop key aspects of customer service, in particular effective communication and listening skills. It involves practical activities for creating a good impression with customers, dealing with customers' needs and customer dissatisfaction. There are opportunities for learners to assess their own skills in dealing with customers and develops learners' understanding of why good customer service is vital to organisations.

### **Who does the qualification suit?**

This Award will appeal to a wide range of learners who want to engage in practical learning and opportunities to develop knowledge and understanding and skills that contribute to providing excellent customer service. Such learners may include:

- ◆ S3-S6 pupils
- ◆ learners in further education establishments
- ◆ adults in full or part-time education
- ◆ those in a volunteering role
- ◆ trainees preparing for employment

In addition, learners who have undertaken the WorldHost 'Principles of Customer Service' training programme are well suited to this Award.

### **Access**

Entry is at the discretion of the centre. However, communication skills at SCQF level 4 or equivalent would provide an appropriate foundation for this Award.

### **Content and delivery**

It consists of one mandatory Unit (3 SCQF credit points) entitled Customer Service: Practices and Principles H315 11. The full requirements for this Unit can be found in the Unit Specification which can be downloaded from SQA website but a short summary of the Unit is given below. Learners will:

- ◆ Investigate different types of customers (ie internal and external); how to create a positive impression for the customer; and deal with customers' needs
- ◆ Understand the importance of personal qualities such as appearance; personal hygiene; good time-keeping; being well-organised and working well with others
- ◆ Develop skills that are vital for good customer service such as conveying information; effective listening; a range of body language; different types of communication; accurate product/service knowledge and application of appropriate legislation.
- ◆ Have opportunities to assess their own skills and personal qualities required for good customer service.
- ◆ Develop ways to deal with customer dissatisfaction
- ◆ Show how positive customer service is vital to organisations.

Centres can choose the delivery method which best suits both the learners and the individual centre – this could include role plays; discussions; visits to employers etc.

SQA has developed an Assessment Support Pack (ASP) and learner support materials to assist with the delivery and assessment of this Award. These are available from the Awards section of the SQA secure site.

### **Progression**

Learners who achieve this Award may progress to

- ◆ further study of aspects of customer service and customer care at SCQF level 6 or above
- ◆ employment and/or vocational training in customer service (or related roles) in a wide range of occupational sectors, eg as retail; hospitality; tourism; health and beauty; sports management etc

### **Centre Approval**

Centres without devolved authority should come forward for approval and contact SQA's Business Development Team for guidance on completing the combined CA1/SA1 form.

### **For Further Information**

SQA Awards webpage at link: <http://www.sqa.org.uk/sqa/64730.4243.html>

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