

Customer Service

Evidence Requirements for Customer Service S/NVQs Level 1

April 2007

These Evidence Requirements were developed
by the Awarding Bodies listed with the ICS:

City and Guilds of London Institute
Edexcel
Education Development International plc (EDI)
Oxford Cambridge and RSA examinations(OCR)
Scottish Qualifications Authority (SQA)
Vocational Training Charitable Trust (VTCT)

The logo for City & Guilds, featuring the text "City & Guilds" in a black serif font, with a red lion rampant to the right of the ampersand.The logo for Edexcel, consisting of the word "edexcel" in a blue sans-serif font followed by a 3x3 grid of blue squares.The logo for Education Development International (EDI), featuring the word "edi" in a bold blue font inside a green oval, with "Education Development International" written in a smaller font below it.The logo for OCR (Oxford Cambridge and RSA examinations), featuring the letters "OCR" in a large blue font, a yellow star to the right, and the tagline "RECOGNISING ACHIEVEMENT" below.The logo for the Scottish Qualifications Authority (SQA), featuring a stylized blue and orange star above the text "SCOTTISH QUALIFICATIONS AUTHORITY" in a blue sans-serif font.The logo for Vocational Training Charitable Trust (VTCT), featuring a detailed heraldic crest with a shield, crown, and various symbols, with the text "Vocational Training Charitable Trust" below it.The logo for the Institute of Customer Service (ICS), featuring a green circular emblem with the letters "ICS" inside, followed by the text "Institute of Customer Service" in a green sans-serif font.

Unit 1 - Prepare yourself to deliver good customer service

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is also allowed for evidence within this Unit but ideally this should be based on either previous or existing experience from a work placement, a realistic working environment or real work. *(Guidelines for the assessment of Simulated Activities and a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may base the evidence for the Unit through describing work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. Your evidence must show that you have carried out background work and given detailed consideration to the statements in this Unit before asking to be assessed. Where examples are requested, you should be able to give a range of examples to enable your assessor to be confident in your breadth of knowledge and competence in meeting the requirements of the Unit.
4. The evidence that you are competent to describe or explain the customer service principles contained in this Unit may be gathered through question and answer, either verbally or in writing, or it may be inferred by observation of your behaviour when delivering customer service.
5. Records of your evidence may be kept using any combination of methods such as documents, audio or video recording, notes of a conversation with your assessor, manager or mentor, or any other method that makes your assessor confident that you have a good understanding of the language and concepts required for working in the field of customer service.
6. Your knowledge of the customer service principles and concepts must be explained or described from the context of a real work environment. This means that if the evidence is collected by simulation, that simulation must mirror an environment in which real customer service might be delivered.

Unit 2(a) – Maintain a positive and customer-friendly attitude

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is not allowed for any evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may base the evidence for the Unit through describing work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. You need to include evidence that proves you are positive and customer-friendly with customers who are:
 - a. easy-going
 - b. difficult.
5. You need to include evidence that proves you are positive and customer-friendly:
 - a. during routine delivery of customer service
 - b. during a busy time in your job
 - c. during a quiet time in your job.
6. You must include evidence that you have delivered customer service working with
 - a. colleagues at the same level
 - b. more senior colleagues.
7. Your communication with customers may be face to face, in writing, by telephone, text message, e-mail, internet, intranet or by any other method you would be expected to use within your job role.

Unit 2(b) – Adapt you behaviour to make a good customer service impression

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is not allowed for any evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may base the evidence for the Unit through describing work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. You need to include evidence that proves you are positive and customer-friendly with customers who are:
 - a. easy-going
 - b. difficult.
5. You need to include evidence that proves you are positive and customer-friendly:
 - a. during routine delivery of customer service
 - b. during a busy time in your job
 - c. during a quiet time in your job.
6. You must include evidence that you have delivered customer service working with
 - a. colleagues at the same level
 - b. more senior colleagues.
7. Your communication with customers may be face to face, in writing, by telephone, text message, e-mail, internet, intranet or by any other method you would be expected to use within your job role.

Unit 3 – Communicate effectively with customers

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is not allowed for any evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may base the evidence for the Unit through describing work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. You need to include evidence that proves you have communicated effectively with customers:
 - a. during routine delivery of customer service
 - b. during a busy time in your job
 - c. during a quiet time in your job.
5. You need to include evidence that proves you have communicated effectively with different customers who:
 - a. have an easy-going attitude
 - b. have a difficult attitude
 - c. are easy to understand
 - d. are difficult to understand.
6. Your communication with customers may be face to face, in writing, by telephone, text message, e-mail, internet, intranet or by any other method you would be expected to use within your job role.
7. The messages you pass on to colleagues may be verbal, in writing or passed on by any other method you would be expected to use within your job.
8. You must include evidence that you have passed on messages to:
 - a. colleagues at the same level
 - b. more senior colleagues.

Unit 4 - Do your job in a customer-friendly way

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is not allowed for any evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may base the evidence for the Unit through describing work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your evidence must show that you have done your job in a customer-friendly way:
 - a. during routine delivery of customer service
 - b. during a busy time in your job
 - c. during a quiet time in your job.
5. You need to include evidence that proves you are doing your job in a customer-friendly for customers who are:
 - a. easy-going
 - b. difficult.
6. You must include evidence that you have shared information with:
 - a. colleagues at the same level
 - b. more senior colleagues.

Unit 5 - Provide customer service within the rules

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is also allowed for evidence within this Unit but ideally this should be based on either previous or existing experience from a work placement, a realistic working environment or real work. *(Guidelines for the assessment of Simulated Activities and a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Level 1 – January 2007)*
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. You must provide evidence of being willing and helpful with customers:
 - a. during routine delivery of customer service
 - b. during a busy period for your organisation
 - c. during a quiet period for your organisation
 - d. when people, systems or resources have let you down
5. Your evidence must show that:
 - a. you have worked within your own limits of authority
 - b. you have referred to somebody in authority when you have needed to
6. Your evidence must also include examples of rules that are based on:
 - a. legislation
 - b. sector or industry regulation
 - c. your organisation's policies.
7. Records of your evidence may be kept using any combination of methods such as documents, audio or video recording, notes of a conversation with your assessor, manager or mentor, witness testimonies or any other method that makes your assessor confident that you have proved competence.

Unit 6 - Recognise and deal with customer queries requests and problems

1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on realistic working environment or a work placement is permissible. Simulation is also allowed for evidence within this Unit but ideally this should be based on either previous or existing experience from a work placement, a realistic working environment or real work. *(Guidelines for the assessment of Simulated Activities and a Realistic Working Environment can be found in the Customer Service Assessment Strategy for S/NVQ Levels 1 – January 2007)*
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your evidence must include examples of problems which are:
 - a brought to your attention by customers
 - b identified first by you and/or by your colleagues.
5. The problems included in your evidence must include examples of:
 - a a difference between customer expectations and what is offered by your organisation
 - b a problem resulting from a system or procedure failure
 - c a problem resulting from a shortage of resources or human error.
6. You must show that you have considered the options for dealing with problems from the point of view of:
 - a your customer
 - b the potential benefits to your organisation
 - c the potential risks to your organisation.
7. Your evidence must show that you are aware of when to deal with customer problems:
 - a yourself
 - b working with close colleagues
 - c referring to more senior colleagues with authority to act.