



Higher National Unit specification: general information

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

Unit code: FE6W 35

Superclass: BA

Publication date: August 2010

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to enable candidates to recognise, analyse and evaluate their knowledge and skills within a customer care environment, by considering methods to improve and enhance the delivery and maintenance of the existing provision. The need for staff development and the attributes required for future staff recruitment. This unit will be relevant to candidates aspiring to be line managers, team leaders and supervisors.

On completion of the Unit the candidate should be able to:

- 1 Analyse the principles of customer service.
- 2 Evaluate the role of customer service in an organisation.

Recommended prior knowledge and skills

Entry to this unit is at the discretion of the centre. However, it would be beneficial if candidates had some knowledge and/or experience of customer service in a public sector or relevant environment, and where possible undertaking a Customer Service award. Candidates should also possess the communication and analytical skills needed to embark on a Unit at SCQF level 8.

Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**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.*

General information (cont)

Core Skills

There may be opportunities to gather or develop evidence towards core skills, communication and/or problem solving and working with others. Although there is no automatic certification of Core skills or Core Skills components.

Context for delivery

This Unit is part of the PDA in Customer Service within A Public Sector Organisation, it is recommended that it should be taught and assessed within this subject area.

Assessment

This unit may be assessed holistically by means of a report. The report can be integrated with evidence required for Unit FE6W 35 Implementing Best Practice in Customer Complaint Handling within a Public Sector Organisation and Unit FE6V 35 Promoting Excellent Customer Service within a Public Sector Organisation.

Higher National Unit specification: statement of standards

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

Unit code: FE6W 35

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence of Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion. Where evidence of Outcomes are assessed from candidates work role, he/she must ensure all performance, knowledge and/or skills are fully covered

Outcome 1

Analyse the Principles of Customer Service.

Knowledge and/or Skills

- ◆ The Customer Service Culture
- ◆ Legislative responsibilities and how they may affect delivery and maintenance of customer service
- ◆ Delivery of Customer Service
- ◆ Maintaining Customer Service Performance
- ◆ Training and development of staff

Higher National Unit specification: statement of standards (cont)

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

Outcome 2

Evaluate the role of customer service in a Public Sector Organisation.

Knowledge and/or Skills

- ◆ Management role and responsibilities
- ◆ Organisational systems
- ◆ Values and culture of the organisation
- ◆ Ethical and professional issues in accordance with current practices and legislation

Evidence Requirements

Candidates must provide evidence which draws on all the knowledge and skill items from both outcomes, to demonstrate they can apply the principles of customer service management.

- ◆ Applying the principles of a customer service culture within a public sector organisation
- ◆ Take account of the legislative requirements, and how these may affect the delivery and maintenance of customer service within an organisation
- ◆ Candidates should consider the recruitment and selection process and determine the training and development of staff within an organisation, and justify their evaluation with valid reasons
- ◆ Assess the role and responsibilities of management in respect to providing effective customer service
- ◆ Assess systems used by an organisation to promote effective customer service
- ◆ Assess the extent to which the current provision of customer service is consistent with the values and cultures of the organisation, whilst considering the ethical and professional issues within current legislation.

Candidates will provide written/oral evidence to show that they can apply the principles of customer service management to an organisation and evaluate the extent to which the organisation's customer service provision is consistent with those principles. The organisation may be one with which the candidate is already familiar, or one which the candidate chooses as part of an investigation, or may be one in a given case study scenario.

If the organisation is one the candidate is investigating, or is part of a given case study, it should cover people within a managerial or team leader role and should cover routine and non-routine aspects of people management such as the performance of people at work, team management, organisational, communications skills and the recruitment selection and training of staff.

Candidates will be required to evaluate and comment on all aspects of the customer service culture of an organisation, its effectiveness in delivery of customer care and should justify their evaluation with valid reasons.

Higher National Unit specification: statement of standards (cont)

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

Candidates will undertake the investigation or case study in their own time and will be advised of given timescale within which to hand in the completed assessment.

Assessment Guidelines

Assessment of this Unit can be undertaken holistically, where candidates can be asked to investigate certain aspects of an organisation which they are familiar with. This investigation should relate to the two main aspects of the Unit to ensure that all parts of the Outcomes are covered.

Alternatively, candidates can be given a case study of an organisation scenario covering people within a managerial or team leader role. This should cover routine and non-routine aspects of people management. Evidence can be presented in written or video format.

Candidates can present their evidence in the form of a report, written or oral, covering all areas of the evidence requirements. It could be completed in their own time, or during time allocated for the purpose. A written report could be supplemented by oral questions or by professional discussion to ensure all aspects of the Evidence Requirements are fully met.

Higher National Unit specification: support notes

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

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

This unit is intended for people who are or are aspiring to be first line managers, team leaders or supervisors leading, supporting, or directing others in front line customer service delivery within a public sector organisation, or alternate customer service environments. It is primarily aimed at people who already have some experience of customer service preferably in a managerial role. It may however, also be suitable for those who are likely to gain such experience in the near future.

The unit is one of three units in the GA7 48 PDA in Customer Service within a Public Sector Organisation at SCQF level 8. It is closely related to the other units, FE6X 35 Implementing Best Practice in Customer Complaint Handling within a Public Sector Organisation and Unit FE6V 35 Promoting Excellent Customer Service within a Public Sector Organisation, and the three can be delivered together as part of an integrated training and development package.

Guidance on the delivery and assessment of this Unit

This unit has been tailored to the needs of employers and candidates who provide customer service in the public sector or in organisations which are supported by local or national taxation. It is possible for candidates to achieve this unit as part of a workplace training and development programme, providing evidence of the application of their skills and knowledge to Analyse and Evaluate Customer Service Management.

The unit can also be delivered in a virtual learning environment. It may be suited to candidates who aspire to a supervisory, team leader or managerial role.

In both cases, candidates can be given short case studies or examples to help them explore techniques of analysing and evaluating customer care scenarios. Candidates can also carry out investigations into the customer care culture within their own organisation. This investigation and case studies can be used as formative assessment.

Candidates can source information from various sites, or alternately for library literature:

- ◆ www.customerserviceprofessional.co.uk
- ◆ www.cfa.uk.com

Higher National Unit specification: support notes (cont)

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

Opportunities for developing Core Skills

As candidates communicate with people exploring issues relating to a customer service culture, the delivery of customer service, the training and development of staff, and how others deal with ethical and professional issues, they will be demonstrating communication skills, and working with others.

Whilst analysing information gathered from a variety of staff and considering the advantages and/or disadvantages of customer service within an organisation, they will be demonstrating Problem Solving.

Open learning

This Unit could be delivered on an Open Learning basis. Appropriate arrangements would need to be made for assessment and quality assurance. For information on these, please refer to the SQA document *Assessment and Quality Assurance of Open and Distance Learning*, which is available at the SQA's website: www.sqa.org.uk

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

History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

General information for candidates

Unit title: Applying the Principles of Customer Service within a Public Sector Organisation

This unit will enable you to develop the knowledge, skills, tasks and situations you are likely to encounter within a customer service managerial role. In particular it will allow you to examine systems and methods currently in use, and consider possible areas for improvement. It will also allow you to review and reflect on your experience of carrying out managerial tasks, by analysing and evaluating the quality of customer service, study the role of staff providing the service, and consider relevant training and development of future staff, whilst ensuring the values, culture, and legislative responsibilities of the organisation are maintained.

This unit is particularly suited to those people who are employed within public sector organisations and preferably in a management role however, it is also appropriate if you are aspiring to become a supervisor, team leader, or line manager in the near future.

In order to successfully complete this unit, you will be asked to produce a report, explaining how you have researched, analysed and evaluated the role of a manager within a customer service position. This report can be supplemented with evidence from the tasks you have undertaken, such as the research or analytical data you have gathered, or your recommendations for the improvement and enhancement of a customer care provision. Alternately you will be provided with an appropriately designed case study, which all allow you to demonstrate fully your knowledge, understanding and skills to meet the evidence requirements for both outcomes.