



Scottish Vocational Qualifications

Qualification Verification Summary Report 2017

Customer Services

Introduction

There were 20 visits to centres for the academic year 2016–17, and verification of SCQF levels 4, 5 and 6 SVQs in Customer Service. The following units were verified:

GL0E 21

H9YW 04	Communicate in a Customer Service Environment
H9YX 04	Deliver Customer Service within the Rules
H9XG 04	Maintain a Positive and Customer-friendly Attitude
H9XH 04	Behave in a Way that Gives a Good Customer Service Impression
FE1T 04	Do Your Job in a Customer Friendly Way
FE1V 04	Deliver Reliable Customer Service
H9Y2 04	Deal with Customers Using Bespoke Software
H9YA 04	Recognise and Deal with Customer Queries, Requests and Problems
H9YC 04	Take Details of Customer Service Problems
H9YF 04	Monitor and Solve Customer Service Problems
H9YG 04	Process Customer Service Complaints

GL0F 22

H9YW 04	Communicate In a Customer Service Environment
H9YX 04	Deliver Customer Service within the Rules
H9XJ 04	Communicate Effectively with Customers
H9XK 04	Give Customers a Positive Impression of Yourself and Your Organisation
H9XN 04	Make Customer Service Personal
H9XR 04	Deal with Customers Face to Face
H9XT 04	Deal with Incoming Telephone Calls from Customers
H9XV 04	Make Telephone Calls to Customers
FE1V 04	Deliver Reliable Customer Service
H9YD 04	Resolve Customer Service Problems
H9YE 04	Deliver Customer Service to Challenging Customers
H9YK 04	Support Customers Using Online Customer Services

GL0D 23

H9YY 04	Show Understanding of Customer Service Principles
HA00 04	Show Understanding of the Rules that Impact on Improvements in Customer Service
H9XW 04	Deal with Customers in Writing or Electronically
H9XX 04	Use Customer Service as a Competitive Tool
H9Y4 04	Deliver Customer Service using Service Partnerships
FE31 04	Organise the Delivery of Reliable Customer Service
H9YF 04	Monitor and Solve Customer Service Problems
H9YG 04	Process Customer Service Complaints
H9YN 04	Gather, Analyse and Interpret Customer Feedback
H9YR 04	Apply Technology or other Resources to Improve Customer Service
H9YV 04	Develop a Customer Service Network through Social Media Platforms

Of the 20 centres visited, 15 are very experienced, established and competent centres and have well-qualified and knowledgeable staff and deliver a sound, well-documented and organised qualification. Their candidates enjoy the training and are usually successful. Centre policies continue to be well set up and extensive, and are continually monitored and modified. The other five are new centres which had their first qualification visit since approval, and are well-organised with either paper-based or online assessment material for the candidates.

There is an on-going issue relating to the number of registered candidates for some of the centres, with the majority of these centres having fewer than 6 active candidates at one time. This issue is mainly related to the employers' levy and funding changing the ground rules. Many of the centres visited are not sure if further candidates will be recruited for this qualification. Despite the challenges facing these centres, they are generally coping well.

Improving technology has helped, with far better broadband access. In the Highlands and Islands the unique geography can cause problems for candidates' and assessors' access. However, evidence showed how this can be overcome by moving over to online assessment. This allows assessors and candidates more flexibility, while not compromising the standards required.

Category 2: Resources

Criterion 2.1: Assessors and internal verifiers must be competent to assess and internally verify, in line with the requirements of the qualification.

90%

All centre assessors and internal verifiers continue to be fully qualified and have sound occupational experience, holding the correct units: D32, D33, A1 or unit L&D9, and L&D9DI for assessor or D34, V1 or L&D11 for internal verifiers. CPD is well documented using a variety of recording methods, including participation in events. Only two centres had a recommendation relating to the inclusion of specific customer service activities in future CPD.

Criterion 2.4: There must be evidence of initial and ongoing reviews of assessment environments; equipment; and reference, learning and assessment materials.

100%

All qualification verifier reports confirmed that centres were reviewing assessment environments, equipment; and reference, learning and assessment materials for each candidate. This was recorded both at the initial stage, and in reviews throughout the qualification. Evidence was also seen of assessors and internal verifiers maintaining internal communication records of standardisation meetings and internal verification feedback. At most of the centres, the majority of assessments are carried out in the workplace, but some centres do have access to well-equipped training rooms with IT access for simulations, if required, for certain elements of the units.

Category 3: Candidate support

Criterion 3.2: Candidates' development needs and prior achievements (where appropriate) must be matched against the requirements of the award.

100%

All qualification verifier reports confirmed that all candidates at all 20 centres had undergone a full induction on to the award. This includes the analysis of prior learning and the matching of this against the qualification requirements. Centres also arrange for optional units to be discussed and agreed at induction, to ensure candidates are working towards relevant units. Qualification verifiers were able to evidence these systems and processes by viewing centre induction packages, induction handbooks, candidate portfolios and assessor visit records.

Criterion 3.3: Candidates must have scheduled contact with their assessor to review their progress and to revise their assessment plans accordingly.

100%

The frequency of assessor meetings with candidates varied between centres, but in all cases was scheduled and regular with most being two weekly outwith the actual assessment. All of this was contained in candidate assessment plans, progress reviews and e-portfolios (where these are being used); all details of candidate/assessor contact were recorded online. The qualification verifier reports showed an increase in the number of centres using technology for recording.

Category 4: Internal assessment and verification

Criterion 4.2: Internal assessment and verification procedures must be implemented to ensure standardisation of assessment.

100%

All centres verified have established and agreed assessment and verification procedures that are thorough and well-documented and meet SQA requirements. The qualification verifiers were able to view minutes from standardisation activities where evidence requirements for units from the qualification had been reviewed. Assessment and internal verification activities were recorded and signed off by the assessor and candidate, and internal verifier if sampled. Assessment evidence usually originates from the candidate's workplace, and may take a variety of forms, including video, witness testimony, reports, etc.

Criterion 4.3: Assessment instruments and methods and their selection and use must be valid, reliable, practicable, equitable and fair.

100%

Centres use a variety of assessment instruments, including question and answer, direct observation, product evidence, witness statements, candidates' personal statements and

contact diaries/logs. All the qualification reports confirmed that customer service assessments were applied fairly to all candidates. Centres provided evidence of standardisation activities which ensure reliability and consistency of assessment decisions. Also, qualification reports commented on a holistic approach to assessment being used in line with SQA qualification guidelines.

Criterion 4.4: Assessment evidence must be the candidate's own work, generated under SQA's required conditions.

100%

Centres have various ways to ensure that all candidates' evidence and work is their own. Some centres require candidates to sign an anti-plagiarism pledge at induction. Some centres made their own version or used the SQA candidate declaration document. There was no evidence of malpractice identified in any of the centres. At one centre, following a previous qualification verifier visit, the centre had strengthened their procedures along the lines suggested by the qualification verifier. This has resulted in candidates indicating through the new learner guide and their induction that all the work produced will be their own, and the centre now ensures that SQA conditions of evidence production are maintained.

Criterion 4.6: Evidence of candidates' work must be accurately and consistently judged by assessors against SQA's requirements.

100%

Based on the qualification verifier's reports and discussion with assessors and candidates, evidence of candidates' work is accurately and consistently judged at all centres and meets SQA's requirements. All centre assessment and internal verification judgements examined were consistent. At college centres this is supported by the established college systems. Where the assessment is work-based, using evidence such as question and answers, report, video, etc, assessment and internal verification is very thorough and continues to be accurately and consistently judged against SQA's requirements.

Some centres have had to cut back on the number of assessors and verifiers, which has led to centres operating with only one assessor and one internal verifier. At all centres, candidates' work is assessed against the current customer service standard, and standardisation activities are carried out to ensure that all assessors are assessing to the same level, thus ensuring consistency of judgement. All candidates are assessed in line with the assessment strategy.

Criterion 4.7: Candidate evidence must be retained in line with SQA requirements.

100%

Qualification verifier reports confirmed that all centres are aware of the SQA candidate evidence retention requirements, and also that centres have a copy of the SQA evidence retention policy. Some centres have e-portfolio systems (eg Learning Assistant, Proof Positive and One File) to record and store candidate evidence.

Criterion 4.9: Feedback from qualification verifiers must be disseminated to staff and used to inform assessment practice.

100%

All 20 centres use various methods and procedures, as part of the centre's assessment and internal verification procedures, to disseminate to relevant staff the findings of the qualification verifier report. All centres share the feedback electronically, and this is normally followed up with a staff meeting where the qualification verifier report is discussed in more detail, especially if any action needs to be taken within a timescale set by SQA.

Areas of good practice reported by qualification verifiers

The following good practice was reported by qualification verifiers during the 2016–17 session:

- ◆ Good range of evidence submitted by candidates, including excellent use of photographs and video, to confirm candidates' performance while undertaking assessment.
- ◆ A lot of centres ensuring assessors and internal verifiers have updated their knowledge to units L&D9DI and L&D11
- ◆ Good use of modern technology, with centres moving to more use of e-portfolios, which are easier for qualification verifier to sample.

Recommendation of specific areas for development

- ◆ Centres should continue to ensure that criterion 2.4 (There must be evidence of initial and ongoing reviews of assessment environments; equipment; and reference, learning and assessment materials) and 4.6 (Evidence of candidates' work must be accurately and consistently judged by assessors against SQA's requirements) are reviewed and are in line with SQA requirements.
- ◆ Ensure that CPD entries are related to customer service to meet the assessment strategy requirements.
- ◆ Ensure that all centre staff have read SQA's guidance on digital evidence to meet all requirements:
http://www.sqa.org.uk/files_ccc/Principles_and_Guidance_Digital_Evidence_for_Internally_Assessed_HN_and_VQ_Units.pdf