



Technical and Vocational Education and Training (TVET) Council



**Occupational Standards  
of Competence**

**Customer Service**

**Level 2**

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- Institute of Customer Service, U.K.

### **Members of the Customer Service Lead Body**

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**Qualification Overview**  
**NVQ**  
**in**  
**Customer Service**  
**Level 2**

## NVQ in Customer Service – level 2

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### Qualification Overview

#### Who the qualification is for:

The NVQ in Customer Service Level 2 is for individuals whose customer service role requires well developed behavioural competence, but whose scope for independent decision making and for bringing about change is limited. They are likely to be in roles where for example they:

- Work within rules and regulations of their organizations;
- Work with others to overcome problems and to support customer service improvements
- Need to communicate in a confident way
- Have a developing knowledge about their organisation's products and services

To meet the level 2 Standards for qualification purposes individuals will need to demonstrate that they can:

- Use well developed behavioural skills
- Develop relationships with customers
- Contribute to a safe and secure working environment
- Work well with others
- Deliver reliable customer service
- Resolve customer service problems, both proactively and reactively

and they have the option to demonstrate that they can:

- Work with change by supporting customer service improvements
- Develop their personal performance
- Promote additional products and services
- Process customer information

They must choose to demonstrate competence in at least one of these optional areas.

Relevant occupations include:

- Customer Service Representative
- Receptionist
- Marketing Clerk
- Sales Associate
- Insurance Clerk
- Bank Teller

This list is not exhaustive and only serves to illustrate the breadth of the qualification.

**APPROVED NATIONAL VOCATIONAL QUALIFICATION STRUCTURE**

**CUSTOMER SERVICE – LEVEL 2 – A010 02**

A minimum of six (6) units must be completed to achieve the full award, candidates must complete five (5) mandatory units plus one (1) optional unit, making a total of six (6) units.

<b>Mandatory Units</b> (All must be completed)	<b><u>TVETC NUMBER</u></b>
<p><b>1 Give customers a positive impression of yourself and your organisation</b></p> <p>1.1 Establish effective relationships with customers                      1.2 Respond appropriately to customers                      1.3 Communicate information to customers</p>	<p><b>U09602</b></p>
<p><b>2 Deliver reliable customer service</b></p> <p>2.1 Prepare to deal with your customers                      2.2 Give consistent service to customers                      2.3 Check customer service delivery</p>	<p><b>U12902</b></p>
<p><b>3 Develop customer relationships</b></p> <p>3.1 Build customer confidence in the level of service provided                      3.2 Meet the ongoing needs and expectations of your customers                      3.3 Develop the relationship between your customers and your organisation</p>	<p><b>U13002</b></p>
<p><b>4. Resolve customer service problems</b></p> <p>4.1 Identify customer service problems                      4.2 Select the best solution to resolve customer service problems                      4.3 Implement the solution to customer service problems</p>	<p><b>U13102</b></p>
<p><b>5 Maintain a safe and secure working environment</b></p> <p>5.1 Maintain personal health and hygiene                      5.2 Carry out procedures in the event of a fire                      5.3 Deal with the discovery of suspicious items/packages                      5.4 Carry out procedures in the event of an accident                      5.5 Maintain a safe work environment for customers, staff and visitors                      5.6 Maintain a secure work environment for customers, staff and visitors</p>	<p><b>U00306</b></p>

**Optional Units (Choose one)**

- |           |   |               |
|-----------|---|---------------|
| <b>6.</b> | <b>Support customer service improvements</b>  | <b>U13202</b> |
| 6.1       | Use feedback to identify potential customer service improvements                          |               |
| 6.2       | Contribute to the implementation of changes in customer service                           |               |
| 6.3       | Assist with the evaluation of changes in customer service                                 |               |
| <b>7</b>  | <b>Develop personal performance through delivering customer service</b>                   | <b>U13302</b> |
| 7.1       | Review performance in your customer service role  |               |
| 7.2       | Prepare a personal development plan and keep it up to date                                |               |
| 7.3       | Undertake development activities and obtain feedback on your customer service performance |               |
| <b>8</b>  | <b>Promote additional products or services to customers</b>                               | <b>U13402</b> |
| 8.1       | Identify additional products or services that are available                               |               |
| 8.2       | Inform customers about additional products or services                                    |               |
| 8.3       | Gain customer commitment to using additional products or services                         |               |
| <b>9</b>  | <b>Process customer service information</b>   | <b>U13502</b> |
| 9.1       | Collect, update and store customer service information                                    |               |
| 9.2       | Select, retrieve and supply customer service information                                  |               |

## Evidence Requirements

For a candidate to be judged competent in a unit, the evidence presented must satisfy:

- All the performance criteria in each element
- All the range in each element
- All the evidence requirements and
- All the relevant knowledge and understanding listed

Competence must be demonstrated consistently in the workplace over a period of time. The candidate must produce varied performance evidence and knowledge evidence derived from different situations over a period of time in the workplace.

Unless otherwise stated within the evidence requirements, all performance evidence must come from **real work** carried out with either external or internal customers in the workplace. Work will be defined as real if the provision of the product or service by the candidate is done for business purposes and not for assessment purposes only.

## Simulation

Unless otherwise stated in the evidence requirements, simulation is acceptable only as a supplementary form of evidence for certain range statements and performance criteria. These situations may include generic health and safety, fire and contingency activities for which the opportunity for assessment is often minimal in the workplace. It **should not** include routine activities which should be covered by performance evidence.

Where assessment is to be carried out through activities performed under simulation, the internal verifier must agree the use of simulated activities with assessor(s) and external verifier before they take place and must sample all performance evidence produced through simulated activities.



**Mandatory Units**  
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