

Purpose Statement

Name of regulated qualification	
QN: 603/0759/6	Title: Pearson BTEC Level 2 Technical Certificate in Customer Service Operations (240 GLH)

What is customer service operations?

The customer service sector continues to grow rapidly, employing approximately 2.5million people in the UK across all industries. The roles within customer service operations are changing, as customers are more willing to challenge service, demand faster response times, make cross-sector comparisons about service standards and expect services tailored to their individual needs. Customer service is also moving towards being a service-led economy, where technology is used to spread the word about customer service delivery and to define expectations and customer loyalty.

The roles within customer service operations can be varied across the sector, and employers are placing greater emphasis on the skills and behaviours of staff who are in direct contact with the customer, whether face-to-face or digitally.

Careers in customer service operations offer a fantastic progression pathway into a number of roles throughout an organisation, and the skills you can develop are highly transferable across all industries.

Who is this qualification for?

This qualification is for you if you want to start a career in customer service. It is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment within a customer service role, or to a customer service apprenticeship.

What does the qualification cover?

This qualification has been developed in consultation with employers within the customer service sector to ensure it enables you to learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

All the content of the qualification is mandatory and relates directly to the skills, knowledge and behaviours expected by employers in a customer service operations role. The areas you cover include:

- the customer service environment
- delivering face-to-face customer service
- delivering digital customer service
- improving customer service.

You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication, decision-making, thinking skills/adaptability, self-management and development, problem solving and managing information.

What could this qualification lead to?

Achieving this qualification will give you an advantage when applying for a job in customer service. The types of role you will be ready for include:

- customer services assistant
- call centre advisor
- sales assistant.

When studied as part of a full study programme, typically alongside maths and English, this qualification also gives you a sound basis to progress further within a customer service role, or to a level 3 qualification such as a Pearson BTEC Level 3 National Extended Diploma in Business, or a Pearson BTEC Level 3 National Diploma in Enterprise and Entrepreneurship

Who supports this qualification?

This qualification is supported by the following professional bodies:

- CIPD
- Chartered Institute of Procurement and Supply (CIPS)

This qualification is supported by the following employers:

- British Gas
- BT
- C&T Restaurants Ltd (McDonald's Franchisee)

Further information

There are three additional BTEC Level 2 Technical Certificates available in the business sector:

- Pearson BTEC Level 2 Technical Certificate in Business Administration
- Pearson BTEC Level 2 Technical Certificate in Retail Operations
- Pearson BTEC Level 2 Technical Certificate in Business Enterprise

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technical/customer-service-operations.html>