

**Pearson BTEC Level 1 Certificate in Principles of Customer Service (QCF)****Qualification Number: 601/5303/9****What is the purpose of this qualification?**

The Pearson BTEC Level 1 Certificate in Principles of Customer Service (QCF) is designed for learners who are newly employed within a customer service role, or for those who want to pursue a career within the customer service sector.

Achievement of this qualification prepares the learner for employment within the customer service sector for the potential job roles listed below at this level, including a customer service apprenticeship, or for a cross-sector job role that involves basic elements of customer service delivery.

It will develop learners' understanding of the wider customer service industry and will introduce a range of underpinning occupational knowledge that is required by employers to work within a customer service role such as delivering effective customer service and communicating with customers.

**What does this qualification cover?**

This qualification is based on the most up to date National Occupational Standards (2013) for the Customer Service Sector as defined by Skills CFA, the Sector Skills Body. The qualification is accredited on the Qualifications and Credit Framework.

The entirety of this qualification's 13 credits (101-113 Guided Learning Hours) relates to vocational occupational knowledge. Learners will complete three mandatory units in Understanding How to Work in a Customer Service Role, Customer Service Principles and Communicating with a Customer. Learners will then choose from a range of optional units that align to the duties of their customer service role or aspiring role, such as Understanding How to Manage Personal Performance and Development, Principles of Social Media for Business Use, Investigating Rights and Responsibilities at Work and Understanding How to Deal with Customers' Requests, Queries and Problems.

**How is this qualification assessed?**

This qualification is assessed through internal assessment (written assignments, practical tasks, portfolio of evidence, centre devised assessments etc).

**Who could take this qualification?**

This qualification is for all learners aged 14-16, 16-18 and 19+ who are capable of reaching the required standards. Learners do not need any prior qualifications, knowledge or experience before starting the qualification.

The customer service occupational knowledge gained within this qualification are transferable and cross-sector, and therefore will help learners to progress into a large pool of entry level customer facing roles under supervision, and help meet sector challenges for customer service skills.

Learners are likely to be those new to their first customer service role, intending to return to work after unemployment, NEET learners, learners on work experience/job placement and those looking to progress into an apprenticeship programme.

**What could this qualification lead to?**

Learners could progress on to a Pearson BTEC Level 1 Certificate in Customer Service that demonstrates occupational competency for the potential job roles listed below at this level.

Learners could also progress on to Level 2 qualifications in Customer Service which are designed for learners' to demonstrate a broad set of occupational skills when carrying out customer service related tasks. Level 2 qualifications in this sector further develop learners' knowledge and understanding of the

principles that underpin working in a customer service role, including understanding customers and employers. Qualifications include:

- Pearson BTEC Level 1 Certificate in Customer Service (*competency qualification*)
- Pearson BTEC Level 2 Certificate in Principles of Customer Service
- Pearson BTEC Level 2 Diploma in Customer Service (*competency qualification*)

Potential job roles for those working towards this qualification are:

Customer Service Assistant  
Sales Assistant  
Steward

Receptionist  
Help Desk Assistant  
Call Centre Advisor

### **Who supports this qualification?**

This qualification is highly valued and supported by a variety of employers in the Customer Service and Service Related Sector including those within Telecommunications, Education & Training, Recruitment, Stewarding & Event Management and Retail.