

Pearson BTEC Level 2 Certificate in Principles of Customer Service (QCF)**Qualification Number: 601/5359/3****What is the purpose of this qualification?**

The Pearson BTEC Level 2 Certificate in Principles of Customer Service (QCF) is designed to provide learners with a broad range of underpinning occupational knowledge that is required by employers to work within a customer service environment and role.

Achievement of this qualification prepares the individual to enter the customer service sector in the potential job roles listed below at this level, including cross-sector service related roles at a level that involves delivering reliable customer service in accordance with customer service practices and procedures.

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 15 credits (112 – 129 Guided Learning Hours) relates to vocational occupational knowledge. Learners will complete three mandatory units in Customer Service Principles, Understanding Customer Service Delivery and Communicating with Customers. 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 Support Customer Service Improvements, Social Media in Customer Service Delivery, Principles of Direct Selling, Understanding How to Handle Customer Problems and Understanding employer organisations.

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 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

Although this qualification is part of the Intermediate Apprenticeship for Providing Financial Services, it is not part of the Intermediate Apprenticeship for Customer Service. Some learners may need or wish to take the qualification on its own. For example, learners may already be employed within a customer service or cross-sector role that involves performing service related functions, and could be seeking to recognise their occupational knowledge. Learners may also be working on a part-time or voluntary basis, not yet employed in the industry and seeking work within the customer service sector, or intending to return to work after unemployment.

It is also appropriate for up-skilling those individuals who are employed within a role that is predominately operational, or a skilled trade occupation, but has varying degrees of responsibility for delivering customer service functions and effective service delivery directly to customers. It allows the learner to gain the right level of occupational knowledge in customer service - '*the basics of customer service*' - that appropriately complements a larger sector or industry specific qualification and learning programme.

What could this qualification lead to?

Learners could progress on to a Pearson BTEC Level 2 Diploma in Customer Service that demonstrates occupational competency for the potential job roles listed below at this level, including an apprenticeship in customer service.

Learners could also progress to Level 3 qualifications in Customer Service that are designed for learners' to demonstrate a practiced set of occupational skills when carrying out customer service operations including: managing performance improvements in service delivery; customer satisfaction; customer loyalty and reliability. Level 3 qualifications in this sector further develop learners' knowledge and understanding of the principles that underpin working in a customer service environment including customer retention and the wider principles of business.

Qualifications include:

- Pearson BTEC Level 2 Diploma in Customer Service (*competency qualification*)
- Pearson BTEC Level 3 Certificate in Principles of Customer Service
- Pearson BTEC Level 3 Diploma in Customer Service (*competency qualification*)

Potential job roles for those working towards this qualification are:

Customer Service Advisor/Assistant
Customer Service and Sales Support
Event Steward / Security Operative

Customer Service Operator
Help Desk Operative
Call Centre Advisor

Who supports this qualification?

This qualification is highly valued and support by a variety of employers in the Customer Service and Service Related Sector including those within the door supervision, security and event stewarding, hospitality and catering, telecommunications, sales and education and training industry.