

**Pearson BTEC Level 2 Extended Certificate in
Principles of Working in Customer Service (QCF)**

Qualification Number: 601/6889/4

What is the purpose of this qualification?

The Pearson BTEC Level 2 Extended Certificate in Principles of Working in Customer Service is intended as a Technical Certificate, and is designed to provide learners with a broad range of underpinning occupational knowledge including a work experience opportunity 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.

A minimum of 23 credits is required to achieve this qualification (167 - 184 Guided Learning Hours). It fits comfortably into the first year of a study programme, alongside English and Maths where those subjects are still needed, or alongside a complementary Customer Service competency qualification or a sector specific vocational qualification such as Hospitality, Retail, Travel and Tourism or Beauty Therapy.

Learners will complete a 6 credit Planning and Participating in Work Experience unit where they will undertake a work placement programme. Here they can expect to learn through experience their role in customer service, and to validate the theory and knowledge delivered in a classroom setting.

The remaining 15 credits relates to vocational occupational knowledge where 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, Direct Selling, How to Handle Customer Problems, Understanding Employer Organisations, Employee Rights and Responsibilities and Social Media in Customer Service Delivery.

How is this qualification assessed?

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

Who could take this qualification?

This qualification is for all learners aged 16-18 who are capable of reaching the required standards. There are no specific prior qualifications, knowledge or experience needed before starting the qualification, but learners should have some broad achievement in GCSEs or equivalent qualifications at level 1 and perhaps level 2.

The customer service occupational knowledge and work experience gained within this qualification is transferable and cross-sector, and therefore will help learners to progress into a large pool of entry level customer service roles performing non-complex service related functions. Learners are likely to be those not yet employed in the industry and seeking work within the customer service sector or those looking to progress into a customer service apprenticeship programme.

What could this qualification lead to?

Learners who have achieved this qualification could progress to an Intermediate Apprenticeship in Customer Service or when studied with other Level 2 qualifications that demonstrate occupational competency in Customer Service such as a BTEC Level 2 Diploma in Customer Service, learners could progress directly into employment in potential job roles such as:

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

Customer Service Operator
Help Desk Operative
Call Centre Advisor

This qualification is also designed to support learners to progress into further learning at Level 3, for example a Pearson BTEC Level 3 Certificate in Principles of Customer Service. Level 3 qualifications in this sector are designed for learners to demonstrate a practised set of skills when carrying out customer service operations including managing performance improvements in service delivery, customer satisfaction, customer loyalty and customer 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.

If there are larger and / or smaller versions of this qualification or it is available at different skills levels, why should the learner choose this one?

There is a linked qualification available at level 3, the Pearson BTEC Level 3 Certificate in Principles of Service. The level 3 qualification is aimed at students who have already demonstrated a range of achievement at level 2, and would be appropriate for a learner aspiring to progress to an Advanced Apprenticeship in Customer Service.

There is also a smaller qualification available at level 2, the Pearson BTEC Level 2 Certificate in Principles of Customer Service. This is appropriate for students who want an introductory customer service learning programme to help them better understand the customer service sector and to support them in their career choices around whether a service related role is the right career path for them to pursue. It does not offer students a work placement opportunity.

Who supports this qualification?

This qualification is highly valued by a variety of employers in the Customer Service Sector including those within Telecommunications, Public Services/Local Government, Contact Centre Operations, Education & Training, Transport & Logistics and the Voluntary and Social Enterprise Sector.

Employers who have provided support for this qualification include:

- [British Telecommunications plc](#)
- [Cambridgeshire County Council](#)
- [HCT Group](#)
- [Northamptonshire County Council](#)
- [TIR Training](#)