

Pearson BTEC Level 2 Diploma in Customer Service (QCF)
Qualification Number: 601/3424/0

What is the purpose of this qualification?

The Pearson BTEC Level 2 Diploma in Customer Service has been designed for learners' to demonstrate a broad set of skills when carrying out customer service related tasks and to develop learners' understanding of the principles that underpin working in a customer service role including understanding customers and employers. Furthermore it provides the opportunity for learners' to enhance skills development in areas such as communication, resolving problems, analysing feedback and introduces emerging trends such as using social media to deliver customer service and real-time online customer service support.

Achievement of the qualification confirms occupational competence for the potential job roles listed below at this level.

What does this qualification cover?

This qualification is based on the National Occupational Standards for the Customer Service Sector as defined by Skills CFA, the Sector Skills Body.

Learners will complete mandatory vocational knowledge units in principles of customer service, understand customers and understand employer organisations. Mandatory competence units will also be completed in deliver customer service and manage personal performance and development.

Learners will then choose from a range of specialised customer service and sector contextualised units that align to the duties of their role including communicating verbally and in writing with customers, exceeding customer expectations, carrying out customer service handovers, resolving customer service problems, contributing to the organisation of an event, providing reception services, handling objections and closing sales and providing post-transaction customer service.

How is this qualification assessed?

This qualification is assessed through internal assessment (centre devised assessments including portfolio of evidence, written assignments, practical tasks, etc). For the mandatory knowledge units, learners have the option of being assessed through an externally set onscreen assessment.

Who could take this qualification?

This qualification is for all learners aged 16-18 and 19+ 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.

Although this qualification is recognised as the combined competence and knowledge component of the Intermediate Apprenticeship in 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 competence. 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.

This qualification is also intended as a Technical Certificate for learners aged 16-18 who are likely to be not yet employed in the industry and seeking employment within the customer service sector, or those looking to progress into a customer service advanced apprenticeship programme.

What could this qualification lead to?

Learners who have achieved this qualification could progress to an Advanced Apprenticeship in Customer Service or directly into employment in potential job roles such as:

Customer Service Assistant
Customer Service and Sales Support

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 Level 3 BTEC Diploma in 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 Diploma in Customer Service. The level 3 qualification is aimed at students who have already demonstrated occupational competence at level 2, and would be appropriate for a learner aspiring to progress towards an apprenticeship programme in Management, or to a customer service job role that has accountability for leading and managing a range of defined customer service operations.

There is also a smaller qualification available at level 2, the Pearson BTEC Level 2 Extended Certificate in Principles of Working in Customer Service. This qualification 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.

A further qualification is also 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](#)