

LEVEL 2 CUSTOMER SERVICE SVQ

Core Skills Signposting

1. Introduction

This document with its Core Skills Signposting Grid is designed to provide the link between the Customer Service National Occupational Standards and the **Level 3 Customer service SVQ** with the appropriate **Core Skills** units in Scotland. As this is a **Level 2** qualification the appropriate **Core Skills** for this signposting has been set at **SCQF Level 5**.

The primary aim of the signposting is to provide evidence that an **appropriate level of match** has been achieved between the **Customer Service Standards** the **Level 2 Customer service SVQ** and the **SCQF Level 5 Core Skills**.

In addition the work will form a solid foundation for practitioners that will:

- identify units that will give the best chance of building a foundation of Core Skills evidence when gathering evidence for the Customer Service SVQ
- helping practitioners fill gaps in a Core Skills portfolio by using and adding to Customer Service evidence

2. Methodology and signposting issues

SQA guidance on signposting states that signposting should indicate clear areas in which acceptable evidence for the NOS, SVQs and MAs might contribute to the evidence required for Core Skills. In the case of technically specific SVQs such links are relatively easy to draw because of the extent to which technical standards link with specific job roles and similar practices.

In the case of generic standards, like Customer Service, they may be applied to a wide range of job roles and responsibilities. The result of this is that, when signposting a link between the Customer Service National Occupational Standards, SVQs and Core Skills, decisions taken will depend on the diversity of different job roles and practices.

Signposting of the link between the National Occupational Standards and SVQs and the Core Skills has therefore been indicated on a scale of three levels of probability:

- **a red link** (R) indicates that there is unlikely to be an opportunity to draw Core Skills evidence from the Customer Service evidence
- **an amber link** (A) indicates that there may be an opportunity to draw Core Skills evidence from the Customer Service evidence and this possibility will be determined primarily by the job role and practices of the candidate
- **a green link** (G) indicates that there is a strong probability that Core Skills evidence can be drawn from the Customer Service evidence.

In all cases the signposting assumes that the Customer Service evidence has already been completed and that it is then being used for the assembly of Core Skills evidence.

In addition to specific job roles, opportunities will vary according to:

- the approach and culture of an individual organisation
- the approach and culture of an economic sector
- the extent to which Customer Service systems make use of technology for effective delivery.

This signposting has been constructed at a unit by unit level to reinforce the holistic approach to gathering evidence in customer service.

3. How to read the signposts

Some clear patterns emerge and are easy to interpret in that:

- where a unit to unit block is predominantly green a hot spot exists for matching the evidence and providing Core Skills coverage from the Customer Service evidence
- where a unit to unit block is predominantly red this indicates that there is little likelihood of finding Core Skills evidence among the Customer Service evidence
- where a unit to unit block is predominantly amber the probability of finding Core Skills evidence among the Customer Service evidence will depend on the three factors:
 - the candidate's job role
 - the level of technology used in Customer Service delivery
 - the organisational and sector cultures.

4. Conclusion

All of the links on the following pages are indicative and not definitive. It is important to appreciate that when dealing with a generic set of standards broad indications are most appropriate. The signposting will provide a broad direction for linking the Customer Service Standards with Core Skills.

Level 2 Customer Service SVQ
 signposted to
SCQF Level 5 Core Skills

- G** WILL PROBABLY PROVIDE dual assessment opportunities
- A** MAY PROVIDE dual assessment opportunities subject to the learner's job role
- R** IS UNLIKELY TO PROVIDE dual assessment opportunities

CORE SKILLS TASKS

UNIT TITLES	C	C	C	N	N	N	ICT	ICT	ICT	ICT	PS	PS	PS	WO	WO
	1	2	3	1	2	3	1	2	3	4	1	2	3	1	2
FOUNDATION UNITS															
F1 Communicate using customer service language	G	G	G	R	R	R	A	R	G	A	R	R	R	A	A
F2 Follow the rules to deliver customer service	G	G	G	R	R	R	A	R	G	A	R	R	R	A	A
THEME: IMPRESSION AND IMAGE															
A3 Communicate effectively with customers	G	G	G	R	A	A	A	R	A	A	R	R	R	A	A
A4 Give customers a positive impression of yourself and your organisation	A	A	G	R	A	A	A	R	A	A	R	R	R	A	A
A5 Promote additional services or products to customers	G	A	G	R	G	A	A	R	A	A	R	R	R	A	A
A6 Process information about customers	G	A	A	A	A	A	G	G	G	G	A	A	A	A	A
A7 Live up to the customer service promise	G	A	A	R	A	A	A	A	A	A	R	R	R	A	A
A8 Make customer service personal	G	A	G	R	A	A	A	A	A	A	R	R	R	A	A
A9 Go the extra mile in customer service	G	A	G	R	A	A	A	A	A	A	R	R	R	A	A
A10 Deal with customers face to face	A	A	G	R	A	A	A	A	A	A	R	R	R	A	A

Level 2 Customer Service SVQ Signposted to SCQF Level 5 Core Skills

A11	Deal with incoming telephone calls from customers	A	R	G	R	R	R	A	A	A	A	A	A	A	A	
A12	Make telephone calls to customers	A	R	G	R	R	R	A	A	A	A	A	A	A	A	
THEME: DELIVERY																
B2	Deliver reliable customer service	G	A	G	A	A	A	A	A	A	A	A	A	G	G	
B3	Deliver customer service on your customer's premises	G	A	G	A	A	A	A	A	A	G	G	G	A	A	
B4	Recognise diversity when delivering customer service	G	A	G	R	R	R	A	A	A	A	R	R	R	G	G
B5	Deal with customers across a language divide	G	A	G	R	R	R	A	A	A	A	A	A	A	G	G
B6	Use questioning techniques when delivering customer service	A	A	G	R	A	A	A	A	A	A	A	A	A	A	A
B7	Deal with customers using bespoke software	A	A	A	A	A	A	G	G	G	G	A	A	A	A	A
B8	Maintain customer service through effective handover	A	A	G	R	R	R	A	A	A	A	A	A	A	G	G
THEME: HANDLING PROBLEMS																
C3	Resolve customer service problems	G	A	G	R	R	R	A	A	A	A	G	G	G	G	G
C4	Deliver customer service to difficult customers	G	A	G	R	R	R	A	A	A	A	G	G	G	G	G
C5	Monitor and solve customer service problems	G	A	G	R	R	R	A	A	A	A	G	G	G	G	G
C6	Apply risk assessment to customer service	G	A	G	A	A	A	A	A	A	A	A	A	A	A	A
C7	Process customer service complaints	G	A	G	R	R	R	A	A	A	A	G	G	G	A	A
THEME: DEVELOPMENT AND IMPROVEMENT																
D1	Develop customer relationships	G	A	G	R	R	R	A	A	A	A	A	A	A	A	A
D2	Support customer service improvements	G	A	G	R	R	R	A	A	A	A	R	R	R	A	A
D3	Develop personal performance through delivering customer service	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
D4	Support customers using on-line customer services	G	A	G	A	A	A	G	G	G	G	G	G	G	A	A
D5	Buddy a colleague to develop their customer service skills	A	R	G	R	R	R	A	A	A	A	A	A	A	G	G
D6	Develop your own customer service skills through self-study			A	A	A	A	G	G	G	A	G	G	G	A	G
D7	Support customers using self-service technology	G	R	G	R	R	R	G	G	G	G	A	A	A	G	G