

SVQ 2 Customer Service Changes

Changes to RoCs = None - Two mandatory units and five optional units, with at least one optional from each theme

Group A - Mandatory units				
Old unit	Old elements	New unit	Elements	Changes
1 Communicate using customer service language (F1)	1.1 Identify customers and their characteristics and expectations 1.2 Identify your organisation's services and products	Communicate in a customer service environment (F1)	Element titles and content appear the same as the old unit	
2 Follow the rules to deliver customer service (F2)	2.1 Follow your organisation's customer service practices and procedures 2.2 Follow legislation and external regulation that relate to customer service	Deliver customer service within the rules (F2)	Element titles and content appear the same as the old unit	
Optional Units				
Group B – Theme: Impression and Image				
Communicate effectively with customers (A3)	3.1 Communicate effectively with customers	Communicate effectively with customers (A3)	Element titles and content appear the same as the old unit	
Give customers a positive impression of yourself and your organisation (A4)	4.1 Establish rapport with Customers 4.2 Respond appropriately to Customers 4.3 Communicate information to customers	Give customers a positive impression of yourself and your organisation (A4)	4.1 Meet your organisation's standards of appearance and behaviour Elements 4.2 & 4.3 the same as old unit	New element 4.1 – check content

Promote additional services or products to customers (A5)	5.1 Identify additional services or products that are available 5.2 Inform customers about additional services or products 5.3 Gain customer commitment to using additional services or products	Promote additional services or products to customers (A5)	Element titles and content appear the same as the old unit	
Process information about customers (A6)	6.1 Collect information about Customers 6.2 Select and retrieve information about customers 6.3 Supply information about customers	Process information about customers (A6)	Element titles and content appear the same as the old unit	
Live up to the customer service promise (A7)	7.1 Understand and explain the customer service promise 7.2 Produce customer satisfaction by delivering the customer service promise	Live up to the brand promise when delivering customer service (A7)	Element titles and content appear the same as the old unit	Change in unit title – ‘customer’ to ‘brand’
Make customer service personal (A8)	8.1 Identify opportunities for making customer service personal 8.2 Treat your customer as an individual	Make customer service personal (A8)	Element titles and content appear the same as the old unit	
Go the extra mile in customer service (A9)	9.1 Distinguish between routine service standards and going the extra mile 9.2 Check that your extra mile ideas are feasible 9.3 Go the extra mile	Go the extra mile in customer service (A9)	Element titles and content appear the same as the old unit	

Deal with customers face to face (A10)	10.1 Communicate effectively with your customer 10.2 Improve the rapport with your customer through body language	Deal with customers face to face (A10)	Element titles and content appear the same as the old unit	
Deal with incoming telephone calls from customers (A11)	11.1 Use communication systems Effectively 11.2 Establish rapport with customers who are calling 11.3 Deal effectively with customer questions and requests	Deal with incoming telephone calls from customers (A11)	Element titles and content appear the same as the old unit	
Make telephone calls to customers (A12)	12.1 Plan your calls effectively 12.2 Use communication systems effectively 12.3 Make focussed calls to your customer	Make telephone calls to customers (A12)	Element titles and content appear the same as the old unit	
		Deal with customers using a social media platform (A19)	19.1 Use a social media platform effectively 19.2 Establish a rapport with customers using social media 19.3 Deal effectively with customer questions and requests	New unit
Group C – Theme: Delivery				
Deliver reliable customer service (B2)	2.1 Prepare to deal with your Customers 2.2 Give consistent service to Customers 2.3 Check customer service delivery	Deliver reliable customer service (B2)	Elements are the same as the old unit	

Deliver customer service on your customer's premises (B3)	3.1 Establish a rapport with your Customer 3.2 Combine customer service with your other skills and expertise	Deliver customer service on your customer's premises (B3)	Element titles and content appear the same as the old unit	
Recognise diversity when delivering customer service (B4)	4.1 Respect customers as individuals and promote equality in customer service 4.2 Adapt customer service to recognise the different needs and expectations of diverse groups of customers	Recognise diversity when delivering customer service (B4)	Element titles and content appear the same as the old unit	
Deal with customers across a language divide (B5)	5.1 Prepare to deal with customers with a different first language 5.2 Deal with customers who speak a different first language from your own	Deal with customers across a language divide (B5)	Element titles and content appear the same as the old unit	
Use questioning techniques when delivering customer service (B6)	6.1 Establish rapport and identify customer concerns 6.2 Seek detailed information from customers using questioning techniques	Use questioning techniques when delivering customer service (B6)	Element titles and content appear the same as the old unit	
Deal with customers using bespoke software (B7)	7.1 Prepare to deliver customer service using bespoke software 7.2 Deliver customer service using bespoke software	Deal with customers using bespoke software (B7)	Element titles and content appear the same as the old unit	

Maintain customer service through effective hand over (B8)	8.1 Agree joint responsibilities in a customer service team 8.2 Check that customer service actions are seen through by working together with colleagues	Maintain customer service through effective handover (B8)	Element titles and content appear the same as the old unit	
		Deliver customer service in an environmentally friendly and sustainable way (B17)	17.1 Follow organisational policies and procedures to deliver customer service in an environmental and sustainable way 17.2 Contribute to the development of environmentally friendly and sustainable customer service procedures	New unit
Group D – Theme: Handling problems				
Resolve customer service problems (C3)	3.1 Spot customer service Problems 3.2 Pick the best solution to resolve customer service problems 3.3 Take action to resolve customer service problems	Resolve customer service problems (C3)	Element titles and content appear the same as the old unit	
Deliver customer service to difficult customers (C4)	4.1 Recognise when customers may be difficult to deal with 4.2 Deal with difficult customers	Deliver customer service to challenging customers (C4)	Element titles and content appear the same as the old unit	'difficult' changed to 'challenging' throughout unit

Monitor and solve customer service problems (C5)	5.1 Solve immediate customer service problems 5.2 Identify repeated customer service problems and options for solving them 5.3 Take action to avoid the repetition of customer service problems	Monitor and solve customer service problems (C5)	Element titles and content appear the same as the old unit	
Apply risk assessment to customer service (C6)	6.1 Analyse customer service processes for risk 6.2 Assess customer service risks and take appropriate actions	Apply risk assessment to customer service (C6)	Element titles and content appear the same as the old unit	
Process customer service complaints (C7)	7.1 Recognise the signs that a query or problem is about to produce a complaint 7.2 Deal with a complaint effectively	Process customer service complaints (C7)	Element titles and content appear the same as the old unit	
Group E – Theme: Development and improvement				
Develop customer Relationships (D1)	1.1 Build your customer's confidence that the service you give will be excellent 1.2 Meet the expectations of your Customers 1.3 Develop the long-term relationship between your customer and your organisation	Develop customer relationships (D1)	Element titles and content appear the same as the old unit	
Support customer service improvements (D2)	2.1 Use feedback to identify potential customer service improvements 2.2 Implement changes in customer service 2.3 Assist with the evaluation of changes in customer service	Support customer service improvements (D2)	Element titles and content appear the same as the old unit	

Develop personal performance through delivering customer service (D3)	3.1 Review performance in your customer service role 3.2 Prepare a personal development plan and keep it up to date 3.3 Undertake development activities and obtain feedback on your customer service performance	Develop personal performance through delivering customer service (D3)	Element titles and content appear the same as the old unit	
Support customers using on-line customer services (D4)	4.1 Establish the type and level of support your customer needs to achieve on-line customer service 4.2 Support on-line customer service in conversation with your customer	Support customers using on-line customer services (D4)	Element titles and content appear the same as the old unit	
Buddy a colleague to develop their customer service skills (D5)	5.1 Plan and prepare to buddy a Colleague 5.2 Support your buddy colleague on the job 5.3 Provide buddy support off the job	Buddy a colleague to develop their customer service skills (D5)	Element titles and content appear the same as the old unit	
Develop your own customer service skills through self-study (D6)	6.1 Find ways to learn more about customer service and your job 6.2 Use sources of self-development to extend your customer service skills and knowledge	Develop your own customer service skills through individual learning (D6)	Element titles and content appear the same as the old unit	
Support customers using self-service technology (D7)	7.1 Identify the type of help needed by a customer using self-service technology 7.2 Assist a customer using self-service technology	Support customers using self-service technology (D7)	Element titles and content appear the same as the old unit	

SVQ 3 Customer Service Changes

Changes to RoCs = Old - two mandatory units and six optional units (at least one from each theme), five units at L6, only one optional at L7 or 8
 New – two mandatory units and five optional units (at least one from each theme), a maximum of two optionals at L7 or 8

Group A - Mandatory units				
Old unit	Old elements	New unit	Elements	Changes
Demonstrate understanding of customer service (F3)	3.1 Use accepted customer service language 3.2 Apply customer service principles in your customer service role	Show understanding of customer service (F3)	Element titles and content appear the same as the old unit	'Demonstrate' has been changed to 'show' in the unit title only
Demonstrate understanding of the rules that impact on improvements in customer service (F4)	4.1 Demonstrate understanding of the organisational rules and procedures that impact on customer service improvements 4.2 Demonstrate an understanding of the legislation and external regulation that impact on customer service improvements	Show understanding of the rules that impact on improvements in customer service (F4)	Element titles and content appear the same as the old unit – see note	'Demonstrate' has been changed to 'show' throughout the unit
Optional Units				
Group B – Theme: Impression and Image				
Deal with customers in writing or electronically (A13)	13.1 Use written or electronic communication effectively 13.2 Plan and send an effective written or electronic communication 13.3 Handle incoming written or electronic communications effectively	Deal with customers in writing or electronically (A13)	Element titles and content appear the same as the old unit	

Build a customer service knowledge set (A14)	14.1 Organise customer service to gain a competitive advantage 14.2 Deliver a competitive service	Use customer service as a competitive tool (A14)	Element titles and content appear the same as the old unit	Unit title has changed, but content appears the same
Organise the promotion of additional services or products to customers (A15)	15.1 Offer additional services or products 15.2 Organise support to promote use of additional services or products 15.3 Monitor the promotion of additional services or products	Organise the promotion of additional services or products to customers (A15)	Element titles and content appear the same as the old unit	
Build a customer service knowledge set (A16)	16.1 Input details of Customer queries and requests and develop responses 16.2 Use a customer service knowledge base	Build a customer service knowledge base (A16)	Element titles and content appear the same as the old unit	
Group C – Theme: Delivery				
Deliver customer service using service partnerships (B9)	9.1 Work effectively within a customer service chain 9.2 Build and nurture positive relationships in a customer service chain	Deliver customer service using service partnerships (B9)	Elements are the same as the old unit	
Organise the delivery of reliable customer service (B10)	10.1 Plan and organise the delivery of reliable customer service 10.2 Review and maintain customer service delivery 10.3 Use recording systems to maintain reliable customer service	Organise the delivery of reliable customer service (B10)	Element titles and content appear the same as the old unit	
Improve the customer relationship (B11)	11.1 Improve communication with your customers 11.2 Balance the needs of your	Improve the customer relationship (B11)	Element titles and content appear the same as the old unit	

	customer and your organisation 11.3 Exceed customer expectations to develop the relationship			
		Deliver customer service in an environmentally friendly and sustainable way (B17)	17.1 Follow organisational policies and procedures to deliver customer service in an environmental and sustainable way 17.2 Contribute to the development of environmentally friendly and sustainable customer service procedures	New unit
Group D – Theme: Handling problems				
Monitor and solve customer service problems (C5)	5.1 Solve immediate customer service problems 5.2 Identify repeated customer service problems and options for solving them 5.3 Take action to avoid the repetition of customer service problems	Monitor and solve customer service problems (C5)	Element titles and content appear the same as the old unit	
Apply risk assessment to customer service (C6)	6.1 Analyse customer service processes for risk 6.2 Assess customer service risks and take appropriate actions	Apply risk assessment to customer service (C6)	Element titles and content appear the same as the old unit	
Process customer service complaints (C7)	7.1 Recognise the signs that a query or problem is about to produce a complaint 7.2 Deal with a complaint Effectively	Process customer service complaints (C7)	Element titles and content appear the same as the old unit	

Group E – Theme: Development and improvement				
Work with others to improve customer service (D8)	8.1 Improve customer service by working with others 8.2 Monitor your own performance when improving customer service 8.3 Monitor team performance when improving customer service	Work with others to improve customer service (D8)	Element titles and content appear the same as the old unit	
Promote continuous improvement (D9)	9.1 Plan improvements in customer service based on customer feedback 9.2 Implement changes in customer service 9.3 Review changes to promote continuous improvement	Promote continuous improvement (D9)	Element titles and content appear the same as the old unit	
Develop your own and others' customer service skills (D10)	10.1 Develop your own customer service skills 10.2 Plan the coaching of others in customer service 10.3 Coach others in customer service	Develop your own and others' customer service skills (D10)	Element titles and content appear the same as the old unit	
Lead a team to improve customer service (D11)	11.1 Plan and organise the work of a team 11.2 Provide support for team Members 11.3 Review performance of team members	Lead a team to improve customer service (D11)	Element titles and content appear the same as the old unit	
Gather, analyse and interpret customer feedback (D12)	12.1 Plan to gather customer feedback 12.2 Gather Customer Feedback 12.3 Analyse and interpret customer feedback	Gather analyse and interpret customer feedback (D12)	Element titles and content appear the same as the old unit	

Monitor the quality of customer service transactions (D13)	13.1 Prepare to monitor the quality of customer service transactions 13.2 Monitor the quality of customer service transactions 13.3 Give feedback on the quality of customer service transactions	Monitor the quality of customer service transactions (D13)	Element titles and content appear the same as the old unit	
Implement quality improvements to customer service (D14)	14.1 Plan the introduction of customer service improvements 14.2 Manage the implementation of customer service improvements 14.3 Monitor and evaluate customer service improvements	Implement quality improvements to customer service (D14)	Element titles and content appear the same as the old unit	
Plan and organise the development of customer service staff (D15)	15.1 Identify customer service staff development and training needs 15.2 Organise customer service development and training	Plan and organise the development of customer service staff (D15)	Element titles and content appear the same as the old unit	
Develop a customer service strategy for part of an organisation (D16)	16.1 Research and evaluate your organisation's business and customer service strategy 16.2 Help to identify current and future best practice in customer service 16.3 Identify and recommend the key features of a customer service strategy	Develop a customer service strategy for a part of an organisation (D16)	Element titles and content appear the same as the old unit	
Manage a customer service award programme (D17)	17.1 Plan a customer service award programme 17.2 Implement and manage a customer service award programme	Manage a customer service award programme (D17)	Element titles and content appear the same as the old unit	
Apply technology or other resources to	18.1 Identify and specify opportunities for customer service improvement	Apply technology or other resources to improve customer service	Element titles and content appear the same as the old unit	

improve customer service (D18)	18.2 Evaluate options for applying technology or other resources to improve customer service 18.3 Oversee the implementation of resource changes to improve customer service	(D18)		
Review and re-engineer customer service processes (D19)	19.1 Scope the customer service processes to be reviewed 19.2 Analyse the customer service process and identify improvement opportunities 19.3 Evaluate improvement options and re-engineer service processes	Review and re-engineer customer service processes (D19)	Element titles and content appear the same as the old unit	
Manage customer service performance (D20)	20.1 Monitor performance in customer service operations 20.2 Take management actions to improve performance in customer service operations	Manage customer service performance (D20)	Element titles and content appear the same as the old unit	
		Analyse and report on the content of customer service feedback posted on social media (D21)	21.1 Collect and collate customer service feedback on social media platforms 21.2 Analyse customer service feedback gathered from social media platforms	New unit
		Develop a customer service network through social media platforms (D22)	22.1 Identify and develop customer service processes that can be enhanced using social media 22.2 Manage on-going delivery of customer service using social media	New unit