Qualification Specification

603/6723/4

iCQ Level 2 Award in Introduction to Customer Service

Qualification Details

Awarding Organisation :	iCan Qualifications Limited
Fees Price List Url :	https://icanqualify.net
Qualification Type :	RQF
Qualification Level :	Two
Offered In England :	Yes
Offered In Wales :	No
Offered In Northern Ireland :	No
Assessment Language In English :	Yes
SSA :	15.2 – Administration
Total Credits :	Seven
Min Credits at/above Level :	Seven
Total Qualification Time :	70
Guided Learning Hours :	48
Overall Grading Type :	Pass
Assessment Methods :	Portfolio of Evidence
Structure Requirements :	To achieve this qualification, learners must achieve both mandatory units.
Age Ranges :	Pre-16; 16-18; 19+
Qualification Objective :	The objective of this qualification is for learners with limited or no experience of customer service, to gain an introduction into dealing with customers in a work environment.
Entry Requirements :	None
Progression Opportunities :	iCQ Level 2 or Level 3 Diploma in Customer Service or an apprenticeship
Level Description - Knowledge :	Has knowledge and understanding of facts, procedures and ideas in an area of study or field of work to complete well-defined tasks and address straightforward problems. Can interpret relevant information and ideas. Is aware of a range of information that is relevant to the area of study or work.
Level Description - Skills :	Select and use relevant cognitive and practical skills to complete well-defined, generally routine tasks and address straightforward problems. Identify, gather and use relevant information to inform actions. Identify how effective actions have been.

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum Units	Maximum Units	Minimum Credits	Maximum Credits
OG) Overarching Group	**Yes**	0	2	2	7	7
└A) Group A Mandatory Units	**Yes**	2	2	2	7	7

Group A Group A Mandatory Units

URN	Title	Level	GLH	Credit
D/506/2119	Communicate verbally with customers	2	14	3
J/506/2132	Principles of customer service	2	34	4

Qualification Framework	: RQF
Title	: Communicate verbally with customers
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 14
Unit Credit Value	: 3
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance.

Unit: D/506/2119 : Communicate verbally with customers

Understand how to communicate verbally with customers	
Assessment Criterion - The learner can:	
01.01	Explain the importance of effective communication in customer service
01.02	Explain how tone of voice, choice of expression and body language can affect the way customers perceive their experience
01.03	Explain why customer service language is used
01.04	Describe different questioning techniques that can be used when communicating with customers
01.05	Describe verbal and non-verbal signals that show how a customer may be feeling
01.06	Describe the types of information needed when communicating verbally with customers
Be able to use customer service language to communicate with customers	
02.01	Identify customers wants and priorities
02.02	Listen actively to what customers are saying
02.03	Communicate clearly, concisely and professionally with customers
02.04	Use a tone of voice and expression that reinforces messages when communicating with customers
02.05	Use language that reinforces empathy with customers
02.06	Adapt their response in accordance with customers changing behaviour
02.07	Provide information and advice that meets customers needs
02.08	Maintain organisational standards of behaviour and communication when interacting with customers
02.09	Check that customers have understood what has been communicated
02.10	Adhere to organisational policies and procedures, legal and ethical requirements when communicating verbally with customers

Qualification Framework	: RQF
Title	: Principles of customer service
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 34
Unit Credit Value	: 4
SSAs	: 15.2 Administration
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance.

Unit: J/506/2132 : Principles of customer service

Understand customer service	
Assessment Criterion - The learner can:	
01.01	Explain the purpose and scope of customer service
01.02	Define the term service offer
01.03	Explain the value of a service offer to an organisation
01.04	Explain the importance of delivering consistently high quality customer service
01.05	Explain the importance of keeping up to date with knowledge of competitors activities
01.06	Explain barriers to providing effective customer service
01.07	Describe the features of effective follow-up service
Understand how legal and ethical requirements relate to customer service	
02.01	Describe how sales and consumer-related legislation and regulations affect the delivery of customer service
02.02	Describe how health, safety and environmental legislation affects customer service delivery
02.03	Explain how ethical considerations affect customer service
02.04	Explain how equality legislation affects customer service
02.05	Describe how legislation affects the use and storage of customer information
Understand how to deliver effective customer service	
03.01	Explain the difference between customers wants, needs and their expectations
03.02	Explain how to identify customers needs and expectations
03.03	Explain the importance of managing customers expectations
03.04	Explain how to behave in a way that meets customers expectations
03.05	Describe techniques that can be used to put customers at ease and gain their trust
03.06	Explain the importance of following up actions and keeping promises when delivering customer service
Understand the management of customer service information	
04.01	Explain how customer service information can be used
04.02	Explain the importance of systems to manage customer service information
04.03	Explain the uses of systems to manage customer service information
04.04	Identify the features of an effective customer complaints process
04.05	Describe the uses of a customer complaints process