

Qualification Specification

610/5134/2

iCQ Level 2 Certificate in Providing Service to Customers



Qualification Details

Awarding Organisation : [iCan Qualifications Limited](#)

Fees Price List Url : <https://icanqualify.net>

Qualification Type : RQF

Qualification Level : Two

Operational Start Date : 16 December 2024

Offered In England : Yes

SSA : 15.2 Administration

Total Credits : 29

Total Qualification Time : 290

Guided Learning Hours : 199

Overall Grading Type : Pass

Assessment Methods : Portfolio of Evidence

Centre assessors should make use of a range of assessment methods to ensure that assessment judgements are valid and reliable. Special attention should be made to ensuring that the appropriate level descriptors are met.

Structure Requirements : In order to achieve the iCQ Level 2 Certificate in Providing Service to Customers learners must achieve 29 credits, 8 mandatory credits from group A and 21 credits from optional group B.

Age Ranges : For ages 16-18 and 19+

Level Descriptor : The learner 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.

The learner can 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.

Learner Minimum Entry Requirements : None

Target Audience : This qualification is for learners working in, or wishing to work in, a variety of customer facing and service roles.

Learner Progression Opportunities : Learners may wish to progress to the iCQ Level 3 Diploma in Customer Service or an apprenticeship.

Assessment Strategy : The qualification has been designed to be delivered to learner both in and out of the workplace and therefore simulation is allowed. Learners who are not assessed in the workplace must be assessed in a realistic working environment.

Assessor, IQA and EQA Requirements : Assessors must hold or be working towards a recognised assessor qualification (e.g. iCQ Level 3 Certificate in Assessing Vocational Achievement) and be occupationally competent in a providing service to customers.

IQAs must hold or be working towards a recognised IQA qualification (eg iCQ Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice) and be themselves occupationally competent.

EQAs hold or are working towards a recognised EQA qualification (eg iCQ Level 4 Award in the External Quality Assurance of Assessment Processes and Practice) and be themselves occupationally competent.

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum Units	Maximum Units	Minimum Credits	Maximum Credits
OG) Overarching Group	No	0	0	0	29	40
└─ A) Group A - Mandatory Units	Yes	2	2	2	8	8
└─ B) Group B - Optional Units	Yes	6	4	6	21	32

Group A Group A - Mandatory Units

URN	Title	Level	GLH	Credit
F/601/1609	Communicate using customer service language	1	30	4
L/601/1614	Follow the rules to deliver customer service	2	30	4

Group B Group B - Optional Units

URN	Title	Level	GLH	Credit
D/601/0936	Promote additional services or products to customers	2	40	6
J/601/1210	Deliver reliable customer service	2	33	5
L/601/0933	Give customers a positive impression of yourself and your organisation.	2	33	5
M/601/1508	Recognise and deal with customer queries, requests and problems	1	33	5
R/601/1534	Develop personal performance through delivering customer service	2	40	6
I/601/1221	Deal with customers face to face	2	33	5

Qualification Framework : RQF

Title : Communicate using customer service language

Unit Level : Level 1

Unit Sub Level : None

Guided Learning Hours : 30

Unit Credit Value : 4

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).

The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: F/601/1609 : Communicate using customer service language

Identify customers and their characteristics and expectations

Assessment Criterion - The learner can:

01.01	Recognise typical customers and their expectations
01.02	Discuss customer expectations with colleagues using recognised customer service language
01.03	Follow procedures through which they and their colleagues deliver effective customer service

Identify their organisations services and products

02.01	Outline their organisations services and products to customers
02.02	Greet customers politely and positively
02.03	List the information they need to deliver effective customer service and where that information can be found

Know how to communicate using customer service language

03.01	Identify the differences between an internal customer and an external customer
03.02	List their organisations services or products
03.03	Describe the connection between customer expectations and customer satisfaction in customer service
03.04	Describe why organisation procedures are important to good customer service
03.05	Explain why teamwork is central to good customer service
03.06	Identify the service offer of their organisation
03.07	Identify the part they play in delivering customer service
03.08	Identify who are their customers
03.09	Describe the main characteristics of typical customers that they deal with
03.10	Identify what impresses their customers and what annoys their customers
03.11	Identify whos who and who does what to deliver customer service in their organisation
03.12	Describe the kinds of information they need to give good customer service to customers
03.13	Explain how to find information about their organisations services or products
03.14	List typical customer service problems in their work and who should be told about them
03.15	Explain how the way they behave affects their customers service experience

Qualification Framework : RQF

Title : Follow the rules to deliver customer service

Unit Level : Level 2

Unit Sub Level : None

Guided Learning Hours : 30

Unit Credit Value : 4

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).
The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: L/601/1614 : Follow the rules to deliver customer service

Follow their organisations customer service practices and procedures

Assessment Criterion - The learner can:

- | | |
|-------|---|
| 01.01 | Follow organisational practices and procedures that relate to their customer service work |
| 01.02 | Recognise the limits of what they are allowed to do when delivering customer service |
| 01.03 | Refer to somebody in authority when they need to |
| 01.04 | Work in a way that protects the security of customers and their property |
| 01.05 | Work in a way that protects the security of information about customers |

Know how to follow the rules to deliver customer service

- | | |
|-------|---|
| 02.01 | Describe organisational practices and procedures that relate to their customer service work |
| 02.02 | Identify the limits of what they are allowed to do when delivering customer service |
| 02.03 | Explain when and how they should refer to somebody in authority about the rules for delivering customer service |
| 02.04 | Explain how they protect the security of customers and their property |
| 02.05 | Explain how they protect the security of information about customers |
| 02.06 | Describe their health and safety responsibilities as they relate to their customer service work |
| 02.07 | Explain their responsibilities to deliver customer service treating customers equally |
| 02.08 | Explain why it is important to respect customer and organisation confidentiality |
| 02.09 | List the main things they must do and not do in their job under legislation that affects their customer service work |
| 02.10 | List the main things that they must do and not do in their job under external regulations that affect their customer service work |

Qualification Framework : RQF
Title : Promote additional services or products to customers
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 40
Unit Credit Value : 6
SSAs : 15.2 Administration
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance . The assessment and quality assurance requirement for this unit provides evidence towards A and V units

Unit: D/601/0936 : Promote additional services or products to customers

Identify additional services or products that are available	
Assessment Criterion - The learner can:	
01.01	Update and develop their knowledge of their organisations services or products
01.02	Check with others when they are unsure about new service or product details
01.03	Identify appropriate services or products that may interest their customer
01.04	Spot opportunities for offering their customer additional services or products that will improve the customer experience
Inform customers about additional services or products	
02.01	Choose the best time to inform their customer about additional services or products
02.02	Choose the best method of communication to introduce their customer to additional services or products
02.03	Give their customer accurate and sufficient information to enable them to make a decision about the additional services or products
02.04	Give their customer time to ask questions about the additional services or products
Gain customer commitment to using additional services or products	
03.01	Close the conversation if the customer shows no interest
03.02	Give information to move the situation forward when their customer shows interest
03.03	Secure customer agreement and check customer understanding of the delivery of the service or product
03.04	Take action to ensure prompt delivery of the additional services or products to their customer
03.05	Refer their customer to others or to alternative sources of information if the additional services or products are not their responsibility
Understand how to promote additional services or products to customers	
04.01	Describe the organisations procedures and systems for encouraging the use of additional services or products
04.02	Explain how additional services or products will benefit their customers
04.03	Explain how their customers use of additional services or products will benefit their organisation
04.04	Identify the main factors that influence customers to use their services or products
04.05	Explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products
04.06	State how to give appropriate, balanced information to customers about services or products

Qualification Framework : RQF

Title : Deliver reliable customer service

Unit Level : Level 2

Unit Sub Level : None

Guided Learning Hours : 33

Unit Credit Value : 5

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).

The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: J/601/1210 : Deliver reliable customer service

Prepare to deal with customers

Assessment Criterion - The learner can:

- 01.01 keep their knowledge of their organisations services or products up-to-date
- 01.02 ensure that the area they work in is tidy, safe and organised efficiently
- 01.03 prepare and arrange everything they need to deal with customers before their shift or period of work commences

Give consistent service to customers

- 02.01 make realistic customer service promises to customers
- 02.02 ensure that their promises balance the needs of their customers and their organisation
- 02.03 keep their promises to customers
- 02.04 inform their customers if they cannot keep their promises due to unforeseen circumstances
- 02.05 recognise when their customers needs or expectations have changed and adapt their service to meet the new requirements
- 02.06 keep their customers informed if delivery of the service needs to involve passing them on to another person or organisation

Check customer service delivery

- 03.01 check that the service they have given meets their customers needs and expectations
- 03.02 identify when they could have given better service to customers and how their service could have been improved
- 03.03 share information with colleagues and service partners to maintain and improve their standards of service delivery.

Know how to deliver reliable customer service

- 04.01 describe their organisations services or products
- 04.02 explain their organisations procedures and systems for delivering customer service
- 04.03 describe methods or systems for measuring an organisations effectiveness in delivering customer service
- 04.04 explain their organisations procedures and systems for checking service delivery
- 04.05 explain their organisations requirements for health and safety in their area of work

Unit Specification

L/601/0933

Give customers a positive impression of yourself and your organisation



Qualification Framework : RQF

Title : Give customers a positive impression of yourself and your organisation.

Unit Level : Level 2

Unit Sub Level : None

Guided Learning Hours : 33

Unit Credit Value : 5

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).

The assessment and quality assurance requirement for this unit provides evidence towards A and V units

Unit: L/601/0933 : Give customers a positive impression of yourself and your organisation.

Establish rapport with customers

Assessment Criterion - The learner can:

- 01.01 Meet their organisations standards of appearance and behaviour
- 01.02 Greet their customer respectfully and in a friendly manner
- 01.03 Communicate with their customer in a way that makes them feel valued and respected
- 01.04 Identify and confirm their customers expectations
- 01.05 Treat their customer courteously and helpfully at all times
- 01.06 Keep their customer informed and reassured
- 01.07 Adapt their behaviour to respond to different customer behaviour

Respond appropriately to customers

- 02.01 Respond promptly to a customer seeking help
- 02.02 Choose the most appropriate ways to communicate with their customer
- 02.03 Check with their customer that they have fully understood their expectations
- 02.04 Respond promptly and positively to their customers questions and comments
- 02.05 Allow their customer time to consider their response and give further explanation when appropriate

Communicate information to customers

- 03.01 Quickly find information that will help their customer
- 03.02 Give their customer information they need about the services or products offered by their organisation
- 03.03 Recognise information that their customer might find complicated and check whether they fully understand
- 03.04 Explain clearly to their customers any reasons why their expectations cannot be met

Understand how to give customers a positive impression of themselves and the organisation

- 04.01 Describe their organisations standards for appearance and behaviour
- 04.02 Explain their organisations guidelines for how to recognise what their customer wants and respond appropriately
- 04.03 Identify their organisations rules and procedures regarding the methods of communication they use
- 04.04 Explain how to recognise when a customer is angry or confused
- 04.05 Identify their organisations standards for timeliness in responding to customer questions and requests for information

Qualification Framework : RQF
Title : Recognise and deal with customer queries, requests and problems
Unit Level : Level 1
Unit Sub Level : None
Guided Learning Hours : 33
Unit Credit Value : 5
SSAs : 15.2 Administration
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance . The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: M/601/1508 : Recognise and deal with customer queries, requests and problems

Recognise and deal with customer queries and requests	
Assessment Criterion - The learner can:	
01.01	Deal with queries and requests from customers in a positive and professional way
01.02	Seek information or help from a colleague if they cannot answer their customers query or request
01.03	Obtain help from a colleague if they are not able to deal with their customers request
01.04	Always tell their customer what is happening
Recognise and deal with customer problems	
02.01	Recognise when something is a problem from the customers point of view
02.02	Avoid saying or doing anything which may make the problem worse
02.03	Deal with a difficult customer calmly and confidently
02.04	Recognise when to pass a problem on to an appropriate colleague
02.05	Pass the problem on to their colleague with the appropriate information
02.06	Check that the customer knows what is happening
Know how to recognise and deal with customer queries, requests and problems	
03.01	List who in the organisation is able to give help and information
03.02	State the limits of what they are allowed to do
03.03	Identify what professional behaviour is
03.04	Describe how to speak to people who are dissatisfied
03.05	Describe how to deal with difficult people
03.06	State what customers normally expect
03.07	Identify how to recognise a problem from what a customer says or does
03.08	Describe what kinds of behaviours/actions would make situations worse
03.09	List the organisational procedures they must follow when they deal with problems or complaints
03.10	Identify the types of behaviour that may make a problem worse

Qualification Framework : RQF
Title : Develop personal performance through delivering customer service
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 40
Unit Credit Value : 6
SSAs : 15.2 Administration
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance . The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: R/601/1534 : Develop personal performance through delivering customer service

Review performance in their customer service role	
Assessment Criterion - The learner can:	
01.01	Work with an appropriate person to establish what they need to know, understand and be able to do to work effectively in their customer service role
01.02	Identify and review situations from their own positive and negative experiences as a customer
01.03	Carry out a self assessment of their performance in their customer service role and identify their strengths, weaknesses and development needs
Prepare a personal development plan and keep it up to date	
02.01	Agree their strengths, weaknesses and development needs with an appropriate person
02.02	Work with an appropriate person to draw up their own development objectives to improve their performance in their customer service role
02.03	Develop a customer service personal development plan
02.04	Regularly review their progress towards their objectives with an appropriate person
Undertake development activities and obtain feedback on their customer service performance	
03.01	Complete development activities identified in their customer service personal development plan
03.02	Use their day to day experiences with their customers and their own experiences as a customer to develop their customer service performance
03.03	Obtain feedback from an appropriate person about their customer service performance
03.04	Review and update their customer service personal development plan
Understand how to develop their personal performance through delivering customer service	
04.01	Describe their organisations systems and procedures for developing personal performance in customer service
04.02	Explain how their behaviour has an effect on the behaviour of others
04.03	Explain how effective learning depends on a process of planning, doing and reviewing
04.04	Describe how to review effectively their personal strengths and development needs
04.05	Describe how to put together a personal development plan that will build on their strengths and overcome their weaknesses in areas that are important to customer service
04.06	Explain how to access sources of information and support for their learning
04.07	Explain how to obtain useful and constructive personal feedback from others
04.08	Describe how to respond positively to personal feedback

Qualification Framework : RQF
Title : Deal with customers face to face
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 33
Unit Credit Value : 5
SSAs : 15.2 Administration
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance . The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Unit: T/601/1221 : Deal with customers face to face

Communicate effectively with their customer	
Assessment Criterion - The learner can:	
01.01	Plan a conversation with their customer that has structure and clear direction
01.02	Hold a conversation with their customer that establishes rapport
01.03	Focus on their customer and listen carefully to ensure that they collect all possible information they need from the conversation
01.04	Explain their services or products and their organisations service offer to their customer clearly and concisely
01.05	adapt their communication to meet the individual needs of their customer
01.06	Anticipate their customers requests and needs for information
01.07	Balance conflicting demands for their attention whilst maintaining rapport with their current customer
01.08	Calm down situations when one customer is adversely affecting the customer service enjoyed by other customers
Improve the rapport with their customer through body language	
02.01	Present a professional and respectful image when dealing with their customer
02.02	Show an awareness of their customers needs for personal space
02.03	Focus their attention on their customer so that non-verbal signs do not betray disinterest, boredom or irritation
02.04	Ensure that their customer focus is not disrupted by colleagues
02.05	Observe all customers and the total customer service situation whilst maintaining rapport with their current customer
02.06	Observe their customer to read non-verbal clues about the customers wishes and expectations
Understand how to deal with customers face to face	
03.01	Explain the importance of speaking clearly and slowly when dealing with a customer face to face
03.02	State the importance of taking the time to listen carefully to what the customer is saying
03.03	Identify the organisations procedures that impact on the way they are able to deal with their customers face to face
03.04	Describe the features and benefits of the organisations services or products
03.05	Explain the organisations service offer and how it affects the way they deal with customers face to face
03.06	Explain the principles of body language that enables them to interpret customer feelings without verbal communication
03.07	Explain the difference between behaving assertively, aggressively and passively
03.08	Explain why the expectations and behaviour of individual customers will demand different responses to create rapport and achieve customer satisfaction
03.09	Describe the agreed and recognised signs in customer behaviour in their organisation that indicates that their customer expects a particular action by them