Qualification Specification
600/3423/3
iCQ Level 2 Certificate in Customer Service (RQF)

Qualification Details

Title : iCQ Level 2 Certificate in Customer Service (RQF)
Awarding Organisation : iCan Qualifications Limited
Fees Price List Url : https://icanqualify.net
Qualification Type : RQF
Qualification Sub Type : None
Qualification Level : Level 2
Qualification Sub Level : None
EQF Level : Level 3
Regulation Start Date : 28-Sep-2011
Operational Start Date : 01-Oct-2011
Offered In England : Yes
Offered In Wales : Yes
Offered In Northern Ireland : Yes
Assessment Language In English : Yes
Assessment Language In Welsh : No
Assessment Language In Irish : No
SSA : 15.2 Administration
Purpose : B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area
Sub Purpose : B2. Develop knowledge and/or skills in a subject area
Total Credits : 13
Min Credits at/above Level : 13
Minimum Guided Learning Hours : 115
Maximum Guided Learning Hours : 115
Diploma Guided Learning Hours : 115
Barring Classification Code : ZZZZ
Overall Grading Type : Pass
Assessment Methods : Portfolio of Evidence
Structure Requirements : To achieve this qualification, learners must achieve both mandatory units (13 Credits).
Age Ranges : Pre-16 : No; 16-18 : Yes; 18+ : No; 19+ : Yes
Qualification Objective : This qualification is for learners who are looking to develop the knowledge that is required to work in a range of environments in a customer service role

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum Units	Maximum Units	Minimum Credits	Maximum Credits
A) Group A - Mandatory units	Yes	2	2	2	13	0

Group A Group A - Mandatory units

URN	Title	Level	GLH	Credit
J/600/0658	Supporting the customer service environment	2	65	7
J/600/1003	Delivery of effective customer service	2	50	6

Unit Specification
J/600/0658
Supporting the customer service environment

Qualification Framework :	RQF
Title :	Supporting the customer service environment
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	65
Unit Credit Value :	7
SSAs :	15.2 Administration
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: J/600/0658 : Supporting the customer service environment
Apply the practical skills required to deliver effective customer service
Assessment Criterion - The learner can:
01.01	Identify the type of organisation
01.02	Identify the organisation's customers including internal and/or external and those with specific needs
01.03	Illustrate a customer service supply chain within an organisation
01.04	Maintain established customer records
01.05	Suggest a unique selling point or unique service offer for a product or service
01.06	Suggest ways of promoting a product or service to increase customer awareness
01.07	Compare the strengths and weaknesses of the promotional methods available
Demonstrate how to meet customer needs and expectations
02.01	Identify how customers demonstrate their own individual needs and expectations
02.02	Identify customers with special requirements
02.03	Identify how to use methods of communication and behaviour to meet the individual needs of specified customers
02.04	Identify anduse methods of checking customer satisfaction
02.05	Identify ways in which an organisation might improve its reputation
Communicate effectively with customers
03.01	Use different methods of communication
03.02	Identify the interpersonal skills which are required for effective team-working
03.03	Describe how to adapt own behaviour to meet the individual needs of the team
03.04	Use the telephone system efficiently and effectively
03.05	Identify the personal qualities required to deal with customer problems
03.06	Describe the skills required to deal with potentially stressful situations
03.07	Apply problem solving theories to resolving a customer service problem
03.08	Identify the process of solving a customer problem or complain
Apply customer service improvements and develop self
04.01	Devise a method for obtaining customer feedback
04.02	Identify why it is important to give a positive impression to customers about changes made to customer sevice procedures
04.03	Identify how own behaviour might affect the behaviour of others
04.04	Identify how to obtain useful and constructive feedback from others about own performance
04.05	Identify own strengths and weaknesses in relation to working whithin a customer service role
04.06	apply the techniques of self assessment to look at strengths andweknesses
04.07	Produce a Training Needs Analysis (TNA) for self
04.08	Prepare an individual learning/development plan which could be used as a basis for discussion with a relevant person, eg tutor, line manager, HR, training department

Unit Specification
J/600/1003
Delivery of effective customer service

Qualification Framework : RQF
Title : Delivery of effective customer service
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 50
Unit Credit Value : 6
SSAs : 15.2 Administration
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: J/600/1003 : Delivery of effective customer service	
1 Describe the principles of customer service	
Assessment Criterion - The learner can:	
01.01	.1 Identify the purpose of customer service
01.02	.2 Describe how customer service affects the success of the organisation
01.03	.3 Describe different types of customers of an organisation
01.04	.4 Identify the range of customer needs
01.05	.5 Identify the customer service information which may be retained
01.06	.6 Identify the difference between providing a product and providing a service
01.07	.7 Describe what is meant by an after-sales service
01.08	.8 Describe what is meant by a Unique Selling Point (USP) and a Unique Service Offer (USO)
01.09	.9 Identify the methods a customer service deliverer can use to keep product and service knowledge up-to-date
01.10	.10 Describe how an organisation can promote its products and/or services
2 Understand how customer needs and expectations are formed	
02.01	.1 Describe the purpose of an organisations service offer
02.02	.2 Describe how customer expectations are formed
02.03	.3 Describe the interrelationship between customer satisfaction and customer expectations
02.04	.4 Describe how customer needs can be identified
02.05	.5 Identify the methods of obtaining customer feedback
02.06	.6 Describe how an organisation can maintain customer loyalty
02.07	.7 Identify why it is important to ensure effective customer relationships are maintained
02.08	.8 Describe why it is important for a customer to be able to identify a brand
3 Understand principles of responding to customers problems or complaints	
03.01	.1 Identify common causes of customer problems and complaints
03.02	.2 Identify different methods of communication
03.03	.3 Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers
03.04	.4 Explain how the non verbal communication of the service deliverer can affect the behaviour of the customer
03.05	.5 Describe how personal presentation, approach and attitude will influence the perception of the service delivered
4 Identify the interpersonal and team working skills required in the customer service environment	
04.01	.1 Describe the skills required for effective teamworking
04.02	.2 Describe how to maintain effective working relationships within a team
04.03	.3 Describe the range of inter-personal skills required for effective customer service
5 Identify the legislation which supports the customer service process	
05.01	.1 Identify the key aspects of the legislation relating to consumer law
05.02	.2 Identify the main principles of equal opportunities legislation in relation to providing customer service
05.03	.3 Identify the responsibilities of the employer and employee under the Health and Safety at Work Act
05.04	.4 Describe why it is important to respect customer and organisation confidentiality
05.05	.5 Identify the main principles of the Data Protection Act
05.06	.6 Identify how a code of practice or ethical standards can impact upon the activities of a service deliverer