

## NOTICE TO CENTRES

### Edexcel Level 1 NVQ in Customer Service New National Occupational Standards - February 2008

The Institute of Customer Service, the Standards Setting Body (SSB) responsible for developing the National Occupational Standards and NVQs in Customer Service, has introduced revised standards at Level 1. Edexcel is seeking to gain accreditation for this NVQ from 1 February 2008.

This change will affect candidates who register on the NVQ after 1 February 2008. Candidates registered prior to this date should continue with the version of the NVQ in use when they registered.

To help you plan for the implementation of this change, we have prepared this detailed summary.

#### Structure

The main change is the addition of a new unit, Unit 2(b) Adapt your behaviour to make a good customer service impression. This unit may be taken as an alternative to Unit 2(a) Maintain a positive and customer-friendly attitude. Therefore, while units 1, 3, 4, 5 and 6 are still mandatory, candidates now have a choice between Units 2(a) and 2(b). This is to allow candidates some degree of flexibility in adapting the NVQ to their specific job roles.

#### Themes

To bring the Level 1 standards into line with Levels 2, 3 and 4, each unit has been allocated to a different customer service 'theme'. The themes covered at Level 1 are:

**Customer service foundations:** this theme covers the principles of customer service and organisational rules affecting customer service. It includes the knowledge of the organisation's products and services, and organisational procedures for dealing with customers.

**Impression and image:** this theme focuses on the impression made by the individual delivering customer service and by the organisation. It includes building a rapport with the customer, dealing with customers in different ways (face to face, in writing or using ICT), living up to the customer service promise and using customer information to exceed customer expectations.

**Delivery:** this theme focuses on delivering customer service and building relationships with the customer. It includes issues such as providing a consistent, reliable service, diversity, and working with others (such as service partnerships) to provide customer service.

**Handling problems:** this theme looks at recognising and resolving customer queries and problems, monitoring customer service problems and handling customer complaints.

The table below shows which theme each unit relates to.

Unit	Theme
Unit 1: Prepare yourself to deliver good customer service	Customer Service Foundations
Unit 2(a): Maintain a positive and customer-friendly attitude	Impression and Image
Unit 2 (b): Adapt your behaviour to make a good customer service impression	Impression and Image
Unit 3: Communicate effectively with customers	Impression and Image
Unit 4: Do your job in a customer-friendly way	Delivery
Unit 5: Provide customer service within the rules	Customer Service Foundations
Unit 6: Recognise and deal with customer queries, requests and problems	Handling Problems

### Key Words and Phrases

Each unit now includes a list of key words and phrases, as a way of providing an 'at a glance' summary of what each unit covers.

### Evidence Requirements

Evidence requirements have now been written for each unit, giving further guidance on the type of environment under which the unit should be assessed (eg real work, realistic work environment or simulation) as well as the range of customer service situations which the candidate's evidence should illustrate. These evidence requirements will be included in the candidate log book.

### Content changes

Some changes to wording have been made with a view to clarifying the unit content. These changes are listed below:

The following statement has been added to the introduction of Units 2(a), 3 and 4:

*Throughout this unit 'your organisation' means the organisation you work for or the organisation in which you have realistic work experience. 'Your organisation' may refer to the whole of the organisation or for the business unit, division or department with which you are involved.'*

### Unit 1: Prepare yourself to deliver good customer service

No changes.

## Unit 2(a): Maintain a positive and customer-friendly attitude

### Performance indicators

#### 2(a).1 Show the right attitude for customer service

The following performance indicators have been amended:

2(a). 1.1 *speak to customers clearly and put them at their ease*

2(a).1.6 *show customers that you can be relied on*

The following performance indicators have been added:

2(a).1.7 *show colleagues respect at all times and under any circumstances*

2(a).1.8 *show colleagues that you can be relied on*

#### 2(a).2 Show appropriate and positive behaviours to customers

The following performance indicators have been amended:

2(a).2.1 *recognise and respond when a customer wants or needs attention*

2(a).2.2 *greet customers politely and positively*

2(a).2.6 *help colleagues to provide good customer service*

### Knowledge and understanding

The following point has been amended:

2(a)g *people are different and have different expectations for many reasons such as their age, culture and personality.*

## Unit 2(b): Adapt your behaviour to make a good customer service impression

This is a completely new unit.

## Unit 3: Communicate effectively with customers

### Introduction

The first two sentences have been re-worded:

*To provide good customer service you need to understand what your customers want and how they feel. This means that you need to share information with them and listen carefully to them.*

### Performance indicators

The following performance indicator has been added:

3.1.9 *help to give good customer service by passing messages to colleagues*

### Knowledge and understanding

The following points have been added:

3d *how to use body language effectively*

3l *what information is helpful to pass on in messages to colleagues so that customers receive good service.*

The following points have been amended:

3c *how to read both positive and negative body language*

3j (formerly 3i) *how to communicate with customers who have language, dialect or accents that are different from yours*

3k (formerly 3j) *why the way you say things and the tone of your voice affects the way your customer experiences your customer service*

#### **Unit 4 Do your job in a customer friendly way**

##### **Performance indicators**

The following performance indicators have been amended:

4.1.3 *do the tasks that make up your job correctly and in a way that shows you know what your customers expect and what your organisation offers.*

4.1.5 *respond willingly to routine requests and questions from customers and recognise when to pass a request on to an appropriate colleague.*

##### **Knowledge and understanding**

The following points have been amended:

4b *how to do the tasks that make up your job*

4d *how to do your own work in an organised way*

The following points have been added:

4f *the service offer that your organisation makes in your area of work and how that affects the way you do things*

4g *what you are allowed to do and not allowed to do for customers*

4h *how to do your job in a way that is healthy and safe for you, your customers and your colleagues*

#### **Unit 5: Provide customer service within the rules**

No changes made.

#### **Unit 6: Recognise and deal with customer queries, requests and problems**

No changes made.