

# National Qualifications Framework – Edexcel Level 1 NVQ in Customer Service

## Automatic Approval Process and Frequently Asked Questions

### Part One – AUTOMATIC APPROVAL PROCESS – KEY INFORMATION

#### What happens next?

The following qualification is being replaced. If you meet the following criteria for the current NVQ, you are entitled to automatic approval for the replacement NVQ.

| NVQ Title   | Last Registration | Last Certification |
|---|-------------------|--------------------|
| Q5000136 – Edexcel Level 1 NVQ in Customer Service (100/4575/2) | 31 Jan 2008       | 31 Jan 2009        |

#### The following is the new replacement qualification:

Q5000329 – Edexcel Level 1 NVQ in Customer Service (QAN: 500/3622/1)

#### Criteria for Automatic Approval:

- Centres approved for the NVQ being replaced within the last 6 months will receive Automatic Approval for the new NVQ (as they have so recently been through the rigorous approval process).
- Centres approved over 6 months ago for the NVQ being replaced, will receive Automatic Approval for the new NVQ, if they fulfil the following eligibility requirements, which are:
  - registered candidates within the last two years on the replaced NVQ
  - received a sanction level 2 or lower reported on the e-QRF within the last year for the replaced NVQ.

Any centre meeting these requirements will receive automatic approval for the NVQ at the level for which they are currently approved.

#### How do I obtain a copy of my centre's approved qualification structure?

To obtain a copy of the qualification structure you will need to access your 'programme definition' through your Edexcel Online account and select the NVQ tab,

- Go to Qualifications on the left hand side
- Select Reports where you will be asked to select programme definitions.
- Select the programmes from the 'Currently Approved Award Codes' option and submit.

The programme definitions are sent to your Edexcel Online mailbox. You can access this by clicking on "mailbox" at the top of the Edexcel Online screen. Please ensure that copies of the programme definitions are distributed to all relevant personnel, as they contain important administrative and course delivery information.

**If my centre does not meet the automatic approval criteria outlined on the previous page, what do I need to do to seek approval?**

If your centre does not meet the criteria outlined above, you will need to complete and return a NVQ QA form to Approvals, BTEC Quality Standards, One90 High Holborn, London, WC1V 7BH. If you have any queries relating to this process please email [approvals@edexcel.org.uk](mailto:approvals@edexcel.org.uk)

The NVQ QA form and guidance can be found on the Edexcel website - [NVQ Qualification Approval \(NVQ QA\)](#)

**If my centre has been given automatic approval to offer the new NVQ, but does not wish to have approval to offer it, what do I need to do to withdraw approval?**

If your centre does not wish to offer the new NVQ for which your centre has been given automatic approval and would like approval to be withdrawn, please write to:

Quality Standards Team  
One90 High Holborn  
London  
WC1V 7BH

Requests for further advice and queries about approval may be directed to:  
[approvals@edexcel.org.uk](mailto:approvals@edexcel.org.uk)

## Part Two – GENERAL FREQUENTLY ASKED QUESTIONS

### How will these new qualifications access funding?

This new Edexcel NVQ qualification will be listed on the current DCSF Funding Lists (Section 96 and 97 as appropriate) and subsequent DCSF update circulars.

The replaced Edexcel NVQ title listed in part 1 above, which was withdrawn on 31 January 2008, will no longer attract public funding as of that date. Please note that candidates already registered with Edexcel on this NVQ title will be funded to complete their programme.

It is appreciated that centres in Wales and Northern Ireland operate under different funding arrangements; please contact your Edexcel Regional Office if you have particular queries (see below).

#### For Centres in Wales:

Cardiff Regional Office  
Unit C  
Fairway House  
Links Business Park  
St Mellons  
Cardiff  
CF3 OLT

Tel: 0292 079 4865  
Fax: 0292 036 2830

#### For Centres in Northern Ireland:

Bristol Regional Office  
Cribbs Business Centre  
Hollywood Lane  
Cribbs Causeway  
Bristol  
BS10 7TW

Tel: 0117 950 1908  
Fax: 0117 950 1115

### Where can we obtain copies of the DfES funding listings?

For funding information please see the [LSC Learning Aims Database](#).

### Why is there a change in qualification coding?

QCA have changed the way in which they code NVQs accredited to the National Qualifications Framework (NQF). Instead of the previous system of allocating Q numbers for each NVQ they now allocate a Qualification Accreditation Number (QAN), which consists of an eight figure number. In addition, individual units are no longer allocated a U number, but instead start with a letter and then seven digits.

The new style of coding will run alongside the old, which remains valid in relation to existing NVQ Qualifications and NVQ units that have previously been allocated Q and U numbers.

Edexcel systems will continue to use Q numbers for NVQ approvals and registrations. For qualifications and units allocated QAN codes we will generate unique Q and U numbers, beginning with 'Q5' and 'U5' respectively, these Edexcel codes should be used when completing all Edexcel documentation.

The Edexcel generated codes will not appear on certificates; these will be linked to the NQF QAN codes, which will appear on all certification. All other forms from other bodies relating to NVQs (e.g. for funding) should be completed using the NQF QAN codes.

The QCA qualification accreditation code needed to apply for funding are listed against the new title on page 1 of this document.

## When can we register candidates on the revised Edexcel NVQ programmes?

You may register candidates from **1 February 2008** onwards, provided that you have either:

- Received an automatic approval letter
- Received a letter of approval from Edexcel following a full application using the NVQ1 Application Form.

Information about registration arrangements are given in the Edexcel Information Manual which is on the Edexcel website at [www.edexcel.org.uk/sfc](http://www.edexcel.org.uk/sfc)

## Can I advertise and market the new qualifications?

Yes, if you have received an automatic approval letter or if you have received your approval letter following submission of the NVQ1 Application Form. If you have applied via the NVQ1 but are still awaiting your formal Approval Letter, then any marketing must make it clear that you are awaiting approval from Edexcel. Candidates must be made aware of the exact, correct title of the qualification they are working towards.

## What support materials will be available and how can I order copies?

The following products will be available:

| Code    | Title  | Media                   | When available |
|---------|--|-------------------------|----------------|
| N019720 | Edexcel Level 1 NVQ in Customer Service Log book for Candidates  | Website, Print & CD Rom | March 2008     |
| -       | Edexcel Levels 1, 2, 3 and 4 NVQs in Customer Service: National Occupational Standards   | Website, CD Rom         | March 2008     |
| -       | Edexcel Levels 1, 2, 3 and 4 NVQs in Customer Service Sector Guidance  | Website, CD Rom         | March 2008     |
| N017655 | Edexcel Levels 1, 2, 3 and 4 NVQs in Customer Service CD Rom (includes all of above documents, plus generic NVQ Centre and Candidate Guidance) | CD Rom                  | April 2008     |

Link to Edexcel website: [www.edexcel.org.uk/quals/nvq/custserv](http://www.edexcel.org.uk/quals/nvq/custserv)

Both the CD-ROM and the printed Candidate Logbooks can be ordered in the normal way from:

Edexcel Publications  
Adamsway  
Mansfield  
Notts  
NG18 4FN

Tel: 01623 467 467  
Fax: 01623 450 481  
Email [publications@linneydirect.com](mailto:publications@linneydirect.com)

## Part Three – NVQ SPECIFIC FREQUENTLY ASKED QUESTIONS AND ISSUES

### How has the Edexcel Level 1 NVQ in Customer Service Changed?

#### **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, have introduced revised Standards at Level 1. Edexcel is seeking to gain accreditation for this NVQ from 1st February 2008.

This change will affect candidates who register on the NVQ after 1st 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.

| <b>Unit</b>   | <b>Theme</b>                 |
|---|------------------------------|
| 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 your 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 colleagues.*

### **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.