

LEVEL 3 CUSTOMER SERVICE SVQ

Core Skills Signposting

1. Introduction

This document with its Core Skills Signposting Grid is designed to provide the link between the Customer Service National Occupational Standards and the **Level 3 Customer service SVQ** with the appropriate **Core Skills** units in Scotland. As this is a **Level 3** qualification the appropriate **Core Skills** for this signposting has been set at **SCQF Level 6**.

The primary aim of the signposting is to provide evidence that an **appropriate level of match** has been achieved between the **Customer Service Standards** the **Level 3 Customer service SVQ** and the **SCQF Level 6 Core Skills**.

In addition the work will form a solid foundation for practitioners that will:

- identify units that will give the best chance of building a foundation of Core Skills evidence when gathering evidence for the Customer Service SVQ
- helping practitioners fill gaps in a Core Skills portfolio by using and adding to Customer Service evidence

2. Methodology and signposting issues

SQA guidance on signposting states that signposting should indicate clear areas in which acceptable evidence for the NOS, SVQs and MAs might contribute to the evidence required for Core Skills. In the case of technically specific SVQs such links are relatively easy to draw because of the extent to which technical standards link with specific job roles and similar practices.

In the case of generic standards, like Customer Service, they may be applied to a wide range of job roles and responsibilities. The result of this is that, when signposting a link between the Customer Service National Occupational Standards, SVQs and Core Skills, decisions taken will depend on the diversity of different job roles and practices.

Signposting of the link between the National Occupational Standards and SVQs and the Core Skills has therefore been indicated on a scale of three levels of probability:

- **a red link** (R) indicates that there is unlikely to be an opportunity to draw Core Skills evidence from the Customer Service evidence
- **an amber link** (A) indicates that there may be an opportunity to draw Core Skills evidence from the Customer Service evidence and this possibility will be determined primarily by the job role and practices of the candidate
- **a green link** (G) indicates that there is a strong probability that Core Skills evidence can be drawn from the Customer Service evidence.

In all cases the signposting assumes that the Customer Service evidence has already been completed and that it is then being used for the assembly of Core Skills evidence.

In addition to specific job roles, opportunities will vary according to:

- the approach and culture of an individual organisation
- the approach and culture of an economic sector
- the extent to which Customer Service systems make use of technology for effective delivery.

This signposting has been constructed at a unit by unit level to reinforce the holistic approach to gathering evidence in customer service.

3. How to read the signposts

Some clear patterns emerge and are easy to interpret in that:

- where a unit to unit block is predominantly green a hot spot exists for matching the evidence and providing Core Skills coverage from the Customer Service evidence
- where a unit to unit block is predominantly red this indicates that there is little likelihood of finding Core Skills evidence among the Customer Service evidence
- where a unit to unit block is predominantly amber the probability of finding Core Skills evidence among the Customer Service evidence will depend on the three factors:
 - o the candidate's job role
 - o the level of technology used in Customer Service delivery
 - o the organisational and sector cultures.

4. Conclusion

All of the links on the following pages are indicative and not definitive. It is important to appreciate that when dealing with a generic set of standards broad indications are most appropriate. The signposting will provide a broad direction for linking the Customer Service Standards with Core Skills.

Level 3 Customer Service SVQ Signposted to SCQF Level 6 Core Skills

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CORE SKILLS TASKS

- G** WILL PROBABLY PROVIDE dual assessment opportunities
- A** MAY PROVIDE dual assessment opportunities subject to the learner's job role
- R** IS UNLIKELY TO PROVIDE dual assessment opportunities

UNIT TITLES		CORE SKILLS TASKS															
		1	2	3	1	2	3	1	2	3	4	1	2	3	1	2	
FOUNDATION UNITS																	
F3	Demonstrate understanding of customer service	G	A	A	R	R	R	A	R	G	A	R	R	R	A	A	
F4	Demonstrate understanding of the rules that impact on improvements in customer service	G	A	A	R	R	R	A	R	G	A	R	R	R	A	A	
THEME: IMPRESSION AND IMAGE																	
A13	Deal with customers in writing or electronically	G	G	A	A	A	A	A	A	A	A	A	A	A	A	A	
A14	Use customer service as a competitive tool	G	A	A	A	A	A	A	A	A	A	G	G	G	G	G	
A15	Organise the promotion of additional services or products to customers	G	A	A	A	A	A	A	A	A	A	A	A	A	G	G	
A16	Build a customer service knowledge set	A	A	A	G	G	G	G	G	G	G	A	A	A	A	A	
THEME: DELIVERY																	
B9	Deliver customer service using service partnerships	G	A	G	A	A	A	A	A	A	A	A	A	A	G	G	
B10	Organise the delivery of reliable customer service	G	A	G	A	A	A	A	A	A	A	A	A	A	G	G	
B11	Improve the customer relationship	G	A	G	R	A	A	A	A	A	A	A	A	A	A	A	
THEME: HANDLING PROBLEMS																	
C5	Monitor and solve customer service problems	G	A	G	R	R	R	A	A	A	A	G	G	G	G	G	
C6	Apply risk assessment to customer service	G	A	G	A	A	A	A	A	A	A	A	A	A	A	A	

Level 3 Customer Service SVQ Signposted to SCQF Level 6 Core Skills

C7	Process customer service complaints	G	A	G	R	R	R	A	A	A	A	G	G	G	A	A
THEME: DEVELOPMENT AND IMPROVEMENT																
D8	Work with others to improve customer service	G	A	G	R	R	R	R	R	R	R	G	G	G	G	G
D9	Promote continuous improvement	G	A	G	A	G	G	A	A	A	A	G	G	G	G	G
D10	Develop your own and others' customer service skills	G	A	G	A	A	A	A	A	A	A	A	A	A	G	G
D11	Lead a team to improve customer service	G	A	G	R	R	R	A	A	A	A	A	A	A	G	G
D12	Gather, analyse and interpret customer feedback	G	A	A	A	G	G	A	A	A	A	R	R	R	A	A
D13	Monitor the quality of customer service transactions	G	A	G	A	A	A	A	A	A	A	G	G	G	G	G
D14	Implement quality improvements to customer service	G	A	G	A	A	A	A	A	A	A	G	G	G	G	G
D15	Plan and organise the development of customer service staff	G	A	G	A	A	A	A	G		G	G	G	G	G	G
D16	Develop a customer service strategy for a part of an organisation	G	A	G	A	A	G	A	G	G	G	G	G	G	G	G
D17	Manage a customer service award programme	G	A	G	G	A	G	A	G	G	G	G	G	G	G	G
D18	Apply technology or other resources to improve customer service	G	A	A	A	A	G	A	G	G	G	G	G	G	G	G
D19	Review and re-engineer customer service processes	G	A	G	A	A	A	A	G	G	G	G	G	G	G	G
D20	Manage customer service performance	G	A	G	A	A	A	A	G	G	G	G	G	G	G	G