

LEVEL 2 NVQ CERTIFICATE IN CUSTOMER SERVICE

Aim

The City and Guilds Level 2 NVQ Certificate in Customer Service qualification aims to build on or recognise good practice in customer service in any industry or to support their technical expertise in any job role, acknowledging the importance of effective communication and service delivery. Anyone dealing with internal or external customers will benefit from gaining knowledge, understanding and experience of dealing with routine and more difficult customers, confident in their use of language and of the processes designed to make their role effective. Candidates will have the opportunity to improve their own skills and to support others within their team or organisation in the development of excellent customer service.

Structure

To achieve the full qualification, learners must attain a minimum of 28 credits in total. This comprises of:

- A minimum of 15 credits must be at Level 2
- The learner must achieve 8 credits from the mandatory units
- A further 20 credits must be achieved by completing a minimum of one unit from each optional group

Level	Unit Title	Credit Value
Mandatory Units – Customer Service Foundations		
1	101 – Communicate using customer service language	4
2	201 – Follow the rules to deliver customer service	4
Optional Units – Impression and Image		
1	102 – Maintain a positive and customer-friendly attitude	5
1	103 – Adapt your behaviour to give a good customer service impression	5
2	202 – Communicate effectively with customers	5
2	203 – Give customers a positive impression of yourself and your organisation	5
2	204 – Promote additional services or products to customers	6
2	205 – Process information about customers	5
2	206 – Live up to the customer service promise	6
2	207 – Make customer service personal	6
2	208 – Go the extra mile in customer service	6
2	209 – Deal with customers face to face	5
2	210 – Deal with incoming telephone calls from customers	5
2	211 – Make telephone calls to customers	6
3	303 – Deal with customers in writing or electronically	6
3	304 – Use customer service as a competitive tool	8
3	305 – Organise the promotion of additional services or products to customers	7
3	306 – Build a customer service knowledge set	7
Optional Units – Delivery		
1	104 – Do your job in a customer-friendly way	5
2	212 – Deliver reliable customer service	5
2	213 – Deliver customer service on your customer's premises	5
2	214 – Recognise diversity when delivering customer service	5
2	215 – Deal with customers across a language divide	8
2	216 – Use questioning techniques when delivering customer service	4
2	217 – Deal with customers using bespoke software	5
2	218 – Maintain customer service through effective hand over	4
3	307 – Deliver customer service using service partnerships	6
3	308 – Organise the delivery of reliable customer service	6
3	309 – Improve the customer relationship	7
Optional Units – Handling Problems		
1	105 – Recognise and deal with customer queries, requests and problems	5
1	106 – Take details of customer service problems	4
2	219 – Resolve customer service problems	6
2	220 – Deliver customer service to difficult customers	6
3	310 – Monitor and solve customer service problems	6
3	311 – Apply risk assessment to customer service	10
3	312 – Process customer service complaints	6

Optional Units – Development and Improvement

2	221 – Develop customer relationships	6
2	222 – Support customer service improvements	5
2	223 – Develop personal performance through delivering customer service	6
2	224 – Support customers using on-line customer services	5
2	225 – Buddy a colleague to develop their customer service skills	5
2	226 – Develop your own customer service skills through self-study	6
2	227 – Support customers using self-service technology	5
3	313 – Work with others to improve customer service	8
3	314 – Promote continuous improvement	7
3	315 – Develop your own and others' customer service skills	8
3	316 – Lead a team to improve customer service	7
3	317 – Gather, analyse and interpret customer feedback	10
3	318 – Monitor the quality of customer service transactions	7

Entry Requirements

There are no formal educational requirements for the NVQ Customer Service Level 2 qualification, but all staff undertaking the qualification should have the opportunity and experience of dealing with internal or external customers on a regular basis.