

## TQUK Level 4 NVQ Diploma in Customer Service (RQF)

TQUK is an Awarding Organisation recognised by the Office of Qualifications and Examinations Regulation (Ofqual) in England, CCEA Regulation in Northern Ireland and by Qualifications Wales.

Our qualifications are designed to support and encourage learners to develop their knowledge and skills

### Qualification Purpose

The TQUK Level 4 NVQ Diploma in Customer Service (RQF) develops learners' skills to enable them to develop and implement customer service strategies at an operational level. Learners' main job role is likely to involve ensuring that policies, processes and practice are in place to achieve and continually improve customer service across a team, department or organisation, managing change when it occurs.

The qualification is a knowledge component of the Higher Apprenticeship in Business Administration.

### Entry Requirements

There are no specific entry requirements however learners should be able to work at this level and are likely to have prior work experience and /or qualifications in a business environment

### Structure

Learners must achieve a minimum of 50 credits: 14 credits from Mandatory Group A and a minimum of 20 credits from Optional Group B. A maximum of 16 credits can come from Optional Group C

Mandatory Group					
no.	Unit title	Unit ref	Level	Credit value	GLH
1	Manage customer service operations	M/506/2898	4	7	23
2	Champion customer service	D/506/2153	4	4	17
3	Manage personal and professional development	T/506/2952	3	3	12

Optional Group					
no.	Unit title	Unit ref	Level	Credit value	GLH
1	Build and maintain effective customer	R/506/2179	4	6	25
2	Develop a customer service strategy	J/506/2180	4	6	25
3	Develop resources to support consistency of customer service delivery	Y/506/2166	3	5	21
4	Resolve customers' problems	K/506/2169	3	4	19
5	Resolve customers' complaints	R/506/2151	3	4	22
6	Manage team performance	A/506/1821	3	4	21
7	Manage individuals' performance	J/506/1921	3	4	20
8	Encourage innovation	J/506/2292	3	4	14



## Course Delivery

### Pre-Course Information

All learners should be given appropriate pre-course information regarding any TQUK qualifications. The information should explain about the qualification, the fee, the form of the assessment and any entry requirements or resources needed to undertake the qualification.

### Initial Assessment

Centres should ensure that any learner registered on a TQUK qualification undertakes some form of initial assessment. The initial assessment should be used to inform a teacher/trainer on the level of the learner's current knowledge and/or skills.

Initial assessment can be undertaken by a teacher/trainer in any form suitable for the qualification to be undertaken by the learner/s. It is the centre's responsibility to make available forms of initial assessment that are valid, applicable and relevant to TQUK qualifications.

### Learner Registration

Once approved to offer a qualification the centre should register learners before any assessment can take place. Recognised centres must follow TQUK's procedures for registering learners. For short courses, TQUK offer the option of registering a course and booking a number of places. Learners are then added once the course has taken place, thus acknowledging situations where substitutions are made at short notice to meet business needs.

### Guided Learning Hours

These hours are made up of all real time contact time, guidance or supervision of a learner by a lecturer, supervisor, tutor, trainer or other appropriate provider of education or training.  
GLH for this qualification is 188.

### Total Qualification Time

Total Qualification Time for this qualification is 500 hours.



## Units of Assessment

### Mandatory Unit – Unit 1

Title:		Manage customer service operations M/506/2898	
Level:		4	
Credit value:		7	
Guided learning hours:		23	
Learning outcomes The learner will:		Assessment criteria The learner can:	
1	Understand the management of customer service operations	1.1	Explain the basis for allocating resources
		1.2	Assess the suitability of a range of methods to monitor customer service operations
		1.3	Explain the strategies needed to deliver seamless customer service
		1.4	Explain techniques used to develop solutions to problems
		1.5	Evaluate sources of information on customer performance data
		1.6	Analyse a range of techniques to identify patterns and trends in customer behaviour and customer service performance
		1.7	Analyse a range of possible improvements to customer service operations
2	Be able to plan customer service operations	2.1	Define the service offer to meet identified customer expectations
		2.2	Develop plans that will enable sustainable and consistent customer service operations to agreed standards
		2.3	Develop contingencies that address identified risks
		2.4	Specify targets, objectives, key performance indicators (KPIs) and monitoring arrangements
		2.5	Communicate objectives, targets, standards and procedures to staff



3	Be able to manage customer service operations	3.1	Allocate resources according to agreed priorities
		3.2	Keep staff informed of developments in the customer service offer
		3.3	Keep staff informed of developments in best practice for the delivery of customer service
		3.4	Maintain positive working relationships amongst staff
		3.5	Carry out monitoring activities in accordance with plans
		3.6	Manage deviations from expected performance and service failures in accordance with contingency plans
		3.7	Use feedback from staff and customers to make improvements
		3.8	Take action within the limits of their responsibility to make improvements to customer service performance
4	Be able to prepare staff for the delivery of customer service	4.1	Confirm that staff understand the vision, objectives, roles, plans, standards and procedures to deliver customer service
		4.2	Provide training and support that will enable staff to deliver customer service to the required standards
		4.3	Communicate to staff their roles, responsibilities and work plans in line with delivery plans
5	Be able to measure customer service performance	5.1	Take action to ensure that systems to collect agreed performance data are in place
		5.2	Identify trends of customer behaviour and customer service performance from performance data
		5.3	Benchmark performance against agreed measures
		5.4	Address identified anomalies and problems
		5.5	Identify areas for improvement within customer service

**Assessment requirements:**

All Assessment Criteria must be met and assessed in line with Skills CFA Strategy Assessment



## Units of Assessment

### Mandatory Unit – Unit 2

Title:		Champion customer service D/506/2153	
Level:		4	
Credit value:		4	
Guided learning hours:		17	
Learning outcome The learner will:		Assessment criteria The learner can:	
1	Understand how to champion customer service	1.1	Evaluate the importance of viewing operations from the customer's viewpoint
		1.2	Analyse the role of service partners in providing customer service
		1.3	Evaluate the effectiveness of information collection systems and reports
		1.4	Describe organisational decision-making processes and limits of their own authority
		1.5	Assess the suitability of a range of monitoring techniques to identify opportunities for customer service
		1.6	Describe activities that give added value to the service
2	Be able to identify the scope for improvements to customer service	2.1	Monitor customer service delivery to identify issues that are important to customer service
		2.2	Analyse the implications of improvements to customer service
		2.3	Identify customer service issues relating to new products and/or services
		2.4	Identify the strategic and managerial implications or changes to customer service and the service offer



3	Be able to champion customer service	3.1	Promote the role of customer service within an organisation's operational plans
		3.2	Inform individual staff members about their role championing customer service
		3.3	Promote the benefits of effective customer service
		3.4	Provide validated customer service advice and information to colleagues
		3.5	Support others to identify areas for improvement to customer service
		3.6	Monitor the effectiveness of advice and information given
		3.7	Take actions to ensure that customer service delivery meets agreed standards
<p><b>Assessment requirements:</b> All Assessment Criteria must be met and assessed in line with Skills CFA Assessment Strategy.</p>			

## Units of Assessment

Mandatory Unit – Unit 3

Title:		Manage personal and professional development	
Level:		3	
Credit value:		3	
Guided learning hours:		12	
Learning outcomes The learner will:		Assessment criteria The learner can:	
1	Be able to identify personal and professional development requirements	1.1	Compare sources of information on professional development trends and their validity
		1.2	Identify trends and developments that influence the need for professional development
		1.3	Evaluate their own current and future personal and professional development needs relating to the role, the team and the organisation



2	Be able to fulfil a personal and professional development plan	2.1	Evaluate the benefits of personal and professional development
		2.2	Explain the basis on which types of development actions are selected
		2.3	Identify current and future likely skills, knowledge and experience needs using skills gap analysis
		2.4	Agree a personal and professional development plan
		2.5	Execute the plan within the agreed budget and timescale
		2.6	Take advantage of development opportunities made
3	Be able to maintain the relevance of a personal and professional development plan	3.1	Explain how to set specific, measurable, achievable, realistic and time-bound (SMART) objectives
		3.2	Obtain feedback on performance from a range of valid sources
		3.3	Review progress toward personal and professional objectives
		3.4	Amend the personal and professional development plan in the light of feedback received from others
<b>Assessment requirements:</b> All Assessment Criteria must be met and assessed in line with Skills CFA Assessment			

