



Qualification and Credit Framework (QCF)

QCF Diploma in Customer Service (QCF) Level 3

Accreditation Body: City and Guilds

Introduction/Summary

The success of any business begins and ends with the customer. This qualification will help your staff to improve their key customer service skills and demonstrate that they have reached a recognised, national standard in dealing with customers. This level is ideal for those who deliver and manage customer service, and can implement permanent changes to improve services. It's also aimed at those who work without supervision in the customer service field.

This programme deals with the more advanced aspects within a customer service environment. It is suitable for all industries, as anyone who works in a senior customer service role will benefit from this qualification. The wide variety of optional units available means that the QCF can be tailored so that learners are able to gain the maximum benefit and opportunity to develop their skills.

Qualification

To help your staff develop a tailored programme which meets their specific needs, learners will have an initial assessment interview with their assigned assessor before they get started on their qualification.

This assessment interview looks at what their current role is, analyses their skills, and then identifies the most relevant optional units for them to take.

For a full qualification 2 mandatory units will need to be completed and learners will need to complete optional units to the value of 30 credits:

Mandatory Units

- Demonstrate understanding of customer service
- Demonstrate understanding of the rules that impact on improvements in customer service.

Optional Units

Learners will need to take at least 1 unit from each of the 4 groups named below however the assigned assessor will guide them on the most suitable choices for both the learner and the organisation.

- Impression and Image
- Delivery
- Handling Problems
- Development and Improvement

Learners will build a folder of work either electronically or paper based working alongside an assessor who visits them in the workplace. This is a purely competence based qualification and as such proves that they are capable of performing in their chosen job role and no exams are required.

Requirements

This qualification is for those in a senior customer service role. It is designed for anyone who has a degree of autonomy and responsibility and who wishes to have their existing skills recognised or developed. Level 3 focuses on the management of Customer Service within an organisation, implementing changes to systems and procedures, developing other staff and much more.

The following should be borne in mind when deciding if this is the correct programme and level:

1. The learner must be in a position where they are in contact – either directly or indirectly - with Internal or External customers.
2. The learner must be experienced in the products and services.
3. The learner should ideally be in a supervisory position.
4. The learner must be in a position where they are able to make decisions and implement minor changes.
5. The learner must have an involvement in the development of staff
6. The learner must be able to make decisions concerning customer queries and complaints.
7. Whilst not essential, it would be beneficial if the learner had access to the Internet if using the electronic portfolio system.
8. The learner must have access to written policies – for example on performance, grievance and Health & Safety.
9. The learner must be committed to obtaining the qualification.
10. The learner must have a named line manager who to whom we can refer if there are any problems or if we require witness testimonies. This Manager must be fully supportive of the learner gaining the award and provide the necessary time and support to complete it.

Please note that it is not necessary for the learner to have completed level 2 prior to undertaking this level. However, if they have completed a level 2, then they will need to have developed into a more senior role before being suitable for this level.

Day One “Shopping List”

On day one it will be necessary for the learners to bring the following evidence with them to assist in the building of their portfolios.

Individual’s Information:

- Job Description
- Curriculum Vitae
- Training Records or Copies of Certificates relevant to Customer Service including internal workshops and courses.

Company Information:

- Company Mission Statement
- Copy of Company Health and Safety Policy

- Company Structure or Organisation Chart
- List of products and services provided by your company or brochure/portfolio.

The learner may need assistance in compiling this and where more than one learner from your organisation is attending the Customer Service course each one will need a separate copy of the above.