



## Purpose Statement

# BIIAB Level 1 Award in Customer Service

## Overview

This qualification has been designed for learners who wish to develop skills and knowledge in Customer Service at level 1.

The primary purpose of the qualification is to prepare for further learning. However, employers can also rely on the knowledge provided as meeting nationally recognised standards for Customer Service at this level and as such the sub-purpose is to develop knowledge and/or skills in this subject area.

Due to constant regulatory, policy and funding changes users are advised to check this qualification has been placed in the relevant Apprenticeship Framework and / or is funded for use with individual learners before making registrations. If you are unsure about the qualification's status, please contact BIIAB head office.

## Who is this qualification for?

This qualification is appropriate for use in the following age ranges:

- > Pre-16
- > 16-18
- > 19+

Skills and Education Group Awards expects approved centres to recruit with integrity on the basis of a learner's ability to contribute to and successfully complete all the requirements of a unit(s) or the full qualification.

## What does the qualification cover?

This qualification covers:

- > **Understand working in a customer service environment** – The purpose of this unit is to provide the learner with the knowledge of working in a customer service environment.
- > **Communication in customer service** - The purpose of this unit is to enable the learner to understand the importance of communication in customer service.

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- > **Deal with customer queries, requests and problems** - The purpose of this unit is to enable the learner to deal with customer queries, requests and problems.
- > **Contribute to effective customer service** - The purpose of this unit is to enable the learner to contribute to effective customer service.
- > **Employee rights and responsibilities** - This unit provides the learner with the knowledge to understand the role of organisations and industries and the employers' expectations and employers' rights and obligations.
- > **The importance of appearance and behaviour in customer service** - The purpose of this unit is to enable the learner to understand the importance of appearance and behaviour in customer service.
- > **Understand how to deal with queries and requests** - The purpose of this unit is to enable the learner to understand how to deal with queries and requests.
- > **Apply legislation, regulation and organisational procedures for customer service** - The purpose of this unit is to enable the learner to apply legislation, regulation and organisational procedures for customer service.

## Assessment

This qualification is internally assessed and requires internal and external moderation. Specific requirements and restrictions may apply to individual units within qualifications. Please check unit and qualification details for specific information.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.

## Overview of assessment strategy

The qualification contains two competence units and six knowledge units. The two competence units (CS2 and CS4) must be assessed in accordance with the Skills CFA Assessment Strategy. These two units can be assessed in the workplace or in a Realistic Working Environment (RWE). This is "an environment which replicates the key characteristics in which the skill to be assessed is normally employed". The RWE must provide conditions the same as the normal



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day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working.

The knowledge units are assessed by Assessment Knowledge Modules (AKMs) externally set by BIIAB Qualifications Limited or Centre Devised Assessments. The AKMs are internally marked assessments, containing a series of questions, marked and internally verified by the centre and with external verification by the BIIAB Qualifications Limited External Quality Assurer (EQA).

Centres must obtain approval for any Centre-Devised Assessments before their use. Please contact BIIAB Qualifications Limited for details of the Centre Devised Assessment process and procedure.

Unit CS43 combines knowledge and skills and as such is assessed by Assessment Activity Module (AAM). This is an internally marked assessment, containing a series of questions and tasks, marked and internally verified by the centre and with external verification by the BIIAB Qualifications Limited EQA.

Assessments provided by BIIAB Qualifications Limited will ensure that effective learning has taken place and that learners have the opportunity to:

- Meet the assessment criteria
- Achieve the learning outcomes

Centres must obtain approval for any Centre-Devised Assessments before their use. Please contact BIIAB Qualifications Limited for details of the Centre Devised Assessment process and procedure.

## **What could this qualification lead to?**

Achievement of this qualification will allow for a number of progression routes to employment and into other areas of learning. The recommended progression route is to the BIIAB Level 2 Diploma in Customer Service which focuses on the skills required to work in Customer Service roles at level 2.

Centres should be aware that Reasonable Adjustments, which may be permitted for assessment, may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression.

## **Further Information**

Further information on the qualification can be found on the Skills and Education Group Awards website.