



## Purpose Statement

# BIIAB Level 1 Award in Principles of 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 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:

**Principles of Customer Service** – This unit provides learners with knowledge and skills to provide knowledge to provide excellent customer service.

## Assessment

This qualification is assessed by external examination and requires internal and external moderation. Specific requirements and restrictions may apply to



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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 Assessment Strategy has been designed in conjunction with an expert panel, and a steering group. All Centres must adhere to the designed assessment strategy for this qualification.

This qualification contains one knowledge unit, and this unit is externally set and marked by BIIAB Qualifications Limited. In order to assess formally the learners' knowledge, a **multiple-choice knowledge test** has been developed. For this qualification, the examination comprises of **20 Multiple Choice questions**. This can be taken online or on paper. The pass threshold for this award is 80% therefore to achieve a pass grade learners must answer 14 questions correctly. You will be allocated **30 minutes** for the test.

If taken online, the tests are scheduled in our BIIAB Customer Management System and each learner in a cohort will sit a unique test. The online tests are marked automatically.

## Assessment materials allowed

### Multiple Choice Questions Exam (Online)

Only the use of dictionaries is permitted. Learners must not refer to any books or materials whilst taking this examination. Learners may use the online calculator if required.

### Multiple Choice Questions Exam (Paper)

Only the use of dictionaries is permitted. Learners must not refer to any books or materials whilst taking this examination. Learners may use a calculator if required.

Assessments will be accessible and will produce results that are valid, reliable, transparent and fair. BIIAB Qualifications Limited will ensure that the result of each assessment taken by a learner in relation to a qualification reflects the level of attainment demonstrated by that learner in the assessment and will be based upon the achievement of all of the specified learning outcomes.

BIIAB Qualifications Limited will make every effort to ensure that it allows for assessment to:



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be up to date and current  
reflect the context from which the learner has been taught  
be flexible to learner needs

Please refer to the [Instructions for the Conduct of Examinations and Other External Assessment](#) for further information.

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

The qualification allows for a number of progression routes to employment and into other areas of learning.

The recommended progression route is to the BIIAB Level 2 Certificate in Principles of Customer Service which focuses on the knowledge 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.