



Purpose Statement

BIIAB Level 1 Certificate in Customer Service

Overview

The BIIAB Level 1 Certificate in Customer Service has been designed to allow learners to obtain and then demonstrate the skills and knowledge to work at an entry position in the Customer Service sector, with considerable supervision.

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 personal performance and development** – The purpose of this unit is to provide the learner with the knowledge of the principles of personal performance and development.
- > **Principles of working in a business environment** - The purpose of this unit is to provide the learner with the knowledge of the principles of working in a business environment.
- > **Work with others in a business environment** - The purpose of this unit is to provide the learner with the knowledge to work with others in a business environment.

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- > **Understand working in a customer service environment** - The purpose of this unit is to provide the learner with the knowledge to understand working in a customer service environment.
- > **Communication in customer service** - The purpose of this unit is to provide the learner with the knowledge to communicate in customer service.
- > **Record details of customer service problems** - The purpose of this unit is to enable the learner to gather and record details of customer service problems.
- > **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.
- > **Communicate with customers in writing** - The purpose of this unit is to enable the learner to understand how to communicate with customers in writing.
- > **Deal with incoming telephone calls from customers** - This unit provides the learner with the knowledge to understand how to deal with incoming telephone calls from customers and dealing with their questions and requests.
- > **Make telephone calls to customers** - The purpose of this unit is to enable the learner to be able to plan and make telephone calls to customers.
- > **Process information about customers** - The purpose of this unit is to enable the learner to understand and be able to process information about customers.
- > **Meet and welcome visitors in a business environment** - The purpose of this unit is to enable the learner to know how to meet visitors in a business environment.
- > **Manage time and workload** - The purpose of this unit is to enable the learner to know how to and be able to manage own time and workload.
- > **Contribute to sales activities in a contact centre** - The purpose of this unit is to enable the learner to contribute to sales activities in a contact centre.
- > **Use specific features of contact centre systems and technology** - The purpose of this unit is to enable the learner to understand and use contact centre systems and technology.

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- > **Health and safety procedures in the workplace** - The purpose of this unit is to enable the learner to understand health and safety procedures and be able to carry out tasks with regard to health and safety in the workplace.
- > **Processing sales orders** - The purpose of this unit is to enable the learner to be able to process and follow up sales orders.
- > **Meeting customers' after sales needs** - The purpose of this unit is to enable the learner to be able to investigate, handle and review customers' after sales needs.

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 a mixture of competence and knowledge units. These units are respectively assessed by both Portfolio and by Assessment Knowledge Modules (AKMs) externally set by the BIIAB Qualifications Limited. 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 External Quality Assurer (EQA). Competence units are assessed following NVQ principles.

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.



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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:

- 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?

Achievement of this qualification will allow for a number of progression routes into Level 2 qualifications, to employment or into other areas of learning.

Achievement of the qualification offers opportunities for progression, including:

- > BIIAB Level 2 Diploma in Customer Service
- > BIIAB Level 2 Diploma in Business Administration
- > BIIAB Level 2 Diploma in Team Leading
- > Career progression

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.