



Purpose Statement

BIIAB Level 2 Certificate in Principles of Customer Service

Overview

This qualification has been designed for learners who wish to develop knowledge and understanding about Customer Service at level 2.

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:

- > **Understanding the organisation** – The purpose of this unit is to provide the learner with the knowledge to understand the organisation.
- > **Prepare to deliver excellent customer service** - The purpose of this unit is to provide the learner with the knowledge to deliver excellent customer service.

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- > **Communication in the customer service role** - The purpose of this unit is to provide the learner with the knowledge to communicate and handle customer information in a customer service role.

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 knowledge units. These 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).

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.

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



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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 to employment and into other areas of learning. The recommended progression route is to the BIIAB Level 2 Diploma in Customer Service or the BIIAB Level 3 Diploma in Customer Service, both of which focus on the skills required to work in Customer Service roles.

Achievement of the BIIAB Level 2 Certificate in Principles of Customer Service qualification offers opportunities for progression, including:

- > 601/3734/4 BIIAB Level 2 Diploma in Customer Service
- > 601/3735/6 BIIAB Level 3 Diploma in Customer Service

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.