



## Purpose Statement

# BIIAB Level 2 Diploma in Customer Service

## Overview

The BIIAB Level 2 Diploma in Customer Service has been designed to allow learners to obtain and then demonstrate the skills and knowledge to work at an operational level in the Customer Service, with some autonomy and some supervision.

It is also a key component part of the Skills CFA Intermediate Level Apprenticeship Framework in Customer Service.

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:

- > 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 the following mandatory units:

- > Deliver customer service
- > Understand customers
- > Principles of customer service
- > Understand employer organisations
- > Manage personal performance and development

There are also the following optional units:

- > Communicate verbally with customers
- > Communicate verbally with customers

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- > Deal with incoming telephone calls from customers
- > Make telephone calls to customers
- > Promote additional products and/or services to customers
- > Process information about customers
- > Exceed customer expectations
- > Deliver customer service whilst working on customers' premises
- > Carry out customer service handovers
- > Resolve customer service problems
- > Deliver customer service to challenging customers
- > Develop customer relationships
- > Support customer service improvements
- > Support customers through real-time online customer service
- > Support customers using self-service equipment
- > Use social media to deliver customer service
- > Provide post-transaction customer service
- > Resolve customers' complaints
- > Gather, analyse and interpret customer feedback
- > Health and safety procedures in the workplace
- > Manage diary systems
- > Provide reception services
- > Contribute to the organisation of an event
- > Buddy a colleague to develop their skills
- > Employee rights and responsibilities
- > Develop working relationships with colleagues
- > Principles of equality and diversity in the workplace
- > Processing sales orders
- > Meeting customers' after sales needs
- > Handling objections and closing sales
- > Deal with incidents through a contact centre
- > Carry out direct sales activities in a contact centre
- > Negotiate in a business environment
- > Bespoke Software

## 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.



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### **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.

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

Completion of this qualification will allow for a number of progression routes into Level 3 qualifications, to employment or into other areas of learning.

Achievement of the qualification offers opportunities for progression, including:

- > BIIAB Level 3 Diploma in Customer Service
- > BIIAB Level 3 Diploma in Management
- > 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.