



# Qualification Specification

*A Learners guide to the QNUK Level 2 Award in  
Principles of Customer Service (RQF)*

## CONTENTS

## SECTION

Introduction	1
Qualification purpose	2
Qualification objective	3
Qualification structure	4
Pre-requisites	5
Geographical coverage	6
Acceptable forms of I.D.	7
Units of assessment	8
Assessment methods	9

# INTRODUCTION

## 1 INTRODUCTION

1.1 This qualification specification outlines the key information related to the QNUK Level 2 Award in Principles of Customer Service (RQF)

## 2 QUALIFICATION PURPOSE

2.1 This qualification provides learners with an understanding of the principles of customer service.

## 3 QUALIFICATION OBJECTIVE

3.1 This is a qualification taken primarily for growth and enjoyment. It is intended for those entering or returning to employment.

## 4 QUALIFICATION STRUCTURE

4.1 This qualification is comprised of a single unit. The learning outcomes and assessment criteria can be found in section 8

### 4.2 Qualification title

4.2.1 QNUK Level 2 Award in Principles of Customer Service (RQF)

### 4.3 Qualification accreditation number

4.3.1 601/8802/9

### 4.4 Qualification level

4.4.1 Level 2

### 4.5 Credit value

4.5.1 1

### 4.6 Guided learning hours (GLH)

4.6.1 6

### 4.7 Total Qualification Time (TQT)

4.7.1 6

### 4.8 Unit one title

4.8.1 Introduction to customer services

### 4.9 Unit one reference number

4.9.1 Y/508/4359

### 4.10 Unit two title

## 5 PRE-REQUISITES

5.1 It is recommended that learners have a minimum of Level 1 literacy or equivalent.

5.2 This qualification is for those over 14 years of age.

5.3 There are no other pre-requisites for this qualification.

## **6 GEOGRAPHICAL COVERAGE**

**6.1** This qualification is primarily available to learners in England, Wales and Northern Ireland. The Qualification can be delivered in other countries.

## **7.1 ACCEPTABLE FORMS OF I.D.**

**7.1.1** The list below outlines acceptable forms of identification for learners undertaking a regulated qualification with Qualifications Network.

**7.1.2** Ideally learners should provide at least 1 form of photo I.D. If photo I.D is not available, 2 forms of non-photographic I.D can be produced.

**7.1.3** Acceptable forms of photographic I.D (1 required) are:

- Signed UK Photo card driving licence
- Signed passport (any nationality)
- Valid EU Photo identity card
- SIA security licence (with photo)
- Current and valid warrant card issued by HM forces or Police
- Current and valid Prison service card (with photo)
- Proof of age card
- Employee photo identification card
- Firearms license (with photo)

**7.1.4** Acceptable forms of non-photographic I.D (2 required) are:

- Current driving license – paper version
- Birth certificate
- Marriage/civil partnership certificate
- Mortgage statement (issued within past 12 months)
- Bank or building society statement (issued within last 3 months)
- Bank or building society account opening confirmation letter (issued within last 3 months)
- Credit card statement (issued within last 3 months)
- Pension or endowment financial statement (issued within last 12 months)
- P45 or P60 statement (issued within last 12 months)
- Council tax statement (issued within last 12 months)
- Valid work permit or visa issue by UK government
- Utility bill – excluding mobile phone bill (issued within last 3 months)
- Benefit statement e.g. child benefit, pension (issued within last 3 months)

## 8 UNITS OF ASSESSMENT

8.1 Each learner should successfully be assessed against the assessment criterion outlined below.

8.2

Learning outcome		Assessment Criterion	
1	Understand the principles of customer service	1.1	Describe what meant by the term good customer service
		1.2	List the benefits of good customer service in relation to the: <ul style="list-style-type: none"> <li>• Customer</li> <li>• Employee</li> <li>• Organisation</li> </ul>
		1.3	Explain the importance of suitable personal presentation
2	Know how to identify a customer's needs and expectations	2.1	List ways in which a customer's needs can be identified
		2.2	Describe different customer's needs
		2.3	Outline how a customer's expectations are formed
		2.4	Describe ways of exceeding customer's expectations
3	Know how to communicate effectively with customers	3.1	List methods of communicating with customers
		3.2	Explain how to communicate with customers on the telephone
		3.3	Give examples of body language that is commonly accepted as: <ul style="list-style-type: none"> <li>• Negative</li> <li>• Positive</li> </ul>
		3.4	Explain how to effectively communicate with a face-to-face customer
4	Understand actions to be taken where a customer's needs and expectations are not met	4.1	Identify factors that may contribute to not meeting a customer's needs or expectations
		4.2	Explain the action that should be taken when it is identified that a customer's needs or expectations cannot be met
		4.3	Describe ways of dealing with difficult customers

## 9 ASSESSMENT METHODS

9.1 This qualification is assessed by multiple choice questions set by Qualifications Network.

### 9.2 Multiple choice questions

9.2.1 There is a single multiple choice question paper. Learners must achieve a minimum of 75% to pass.

### 9.4 Example question

9.4.1 Which of the following would commonly be accepted as negative body language when dealing with a customer?

- A Folded arms while taking a face-to-face order
- B Smiling and nodding while listening to a customer's needs
- C Sitting forward in your chair while listening to a customer