



Vocational Qualifications (QCF, NVQ, NQF)

Customer Service (NVQ)

Level 1 NVQ Certificate in Customer Service **03454**

Level 2 NVQ Certificate in Customer Service **03455**

Level 3 NVQ Diploma in Customer Service **03456**

Level 4 NVQ Diploma Customer Service **10381**

Customer Service

Level 1 Certificate in Customer Service **10378**

Level 2 Diploma in Customer Service **10379**

Level 3 Diploma in Customer Service **10380**

OCR Report to Centres August 2017

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This report on the examination provides information on the performance of candidates, which it is hoped will be useful to teachers in their preparation of candidates for future examinations. It is intended to be constructive and informative and to promote better understanding of the specification content, of the operation of the scheme of assessment and of the application of assessment criteria.

Reports should be read in conjunction with the published question papers and mark schemes for the examination.

OCR will not enter into any discussion or correspondence in connection with this report.

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Customer Service, Levels 1, 2, 3 & 4

1. Overview:

Some centres have continued to use the legacy qualifications for non-apprenticeship learners but the majority are following the apprenticeship pan-sector qualifications. The mandatory units within the pan sector qualifications are still proving to be the most challenging with some centres taking the view of completing them earlier within the programme and other centres electing to complete them alongside the optional units. Most centres have developed their own workbooks to address these units rather than ask learners to prepare reports and use professional discussions. Centres are reminded to ensure that when developing workbooks, they address the command verb for each assessment criterion and ensure that learners are providing the depth and breadth of responses required. Where centre assessors have identified weaknesses within learner responses, they have used professional and/or guided discussions to gather further evidence of knowledge and understanding.

Centres are reminded to check the documentation for each of the qualifications to ensure that learners are registered in sufficient time and certificates will be able to be claimed on completion. The last registration dates for all the qualifications is currently 31st August 2017 with final certificate date of 31 August 2018.

2. General Comments

There continues to be an increase in the number of centres who have implemented e-portfolio systems. Many centres have used the facilities within these systems effectively by maximising the audit trail that they provide.

Level 1 Customer Service

The majority of achievements for this academic year have been for the legacy qualification. Centres who have delivered the pan-sector qualification have tended to only use the level 1 units within the qualification and not selected any level 2 units. The quality of the evidence has been good and has confirmed the progression of the learner through the qualification.

Level 2 Customer Service

Overall, there have not been any major issues with the delivery of this qualification. Learners are in appropriate job roles which has enabled them to select a wide range of units that reflects their working environment. Centre assessment personnel continue to gain confidence in the delivery of the level 2 diploma and use a wide variety of valid assessment methods to maximise the assessment opportunities within the workplace. Centres continue to offer the ERR unit as part of the overall apprenticeship framework which has worked effectively.

Many centres have now adopted the approach of using professional/guided discussions to enhance the evidence produced by learners for the mandatory knowledge units where written responses are weak, with respect to meeting the demands of the command verbs.

Level 3 Customer Service

There has been a steady increase in the number of learners working towards the Level 3 Diploma with centres steadily gaining confidence in the delivery of the mandatory units.

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Centres are using a wide variety of assessment methods and it is noted that there continues to be an increase in the use of well-planned professional/guided discussions which have been digitally recorded. The quality of the recordings has improved with the technology used and as assessors become more adapt to using them.

Level 4 Customer Service

Centres have made the conscious decision to ensure that learners are in appropriate senior job roles which will allow them to influence decision making and shape the delivery of customer service within their organisation. Learners who do not have this degree of responsibility are unable to meet the demands of the level 4 qualification.

3. Comments on Individual Units

Level 1 Certificate in Customer Service (10378)

Unit 2 – Communication in customer service

There are two learning outcomes for this unit and it is important that assessors are encouraging learners to gather the correct type of evidence.

LO1 – Know how to communicate in a customer service role – this is a knowledge learning outcome and therefore learners would provide evidence through reports, discussions, and Q&A.

LO2 – Be able to communicate with customers – this is a performance learning outcome and learners are required to present evidence of their competent performance through assessor observations, expert witness testimonies, and case histories.

Level 2 Diploma in Customer Service (10379)

Unit 12 – Exceed customer expectations

It is important that the learner and the assessor know what the expectations of the potential customer is for a particular situation before agreeing that the expectations have been exceeded. There have been occasions when evidence for this unit has not clarified what the customer expectations are and how they are formed. This makes it extremely difficult to then prove that these expectations have been exceeded. There have been some situations where a learner is doing no more than meeting their customers' expectations by doing their job.

LO1 – Understand how to exceed customer expectations. This learning outcome requires the learner to provide evidence that they know how the expectations of their customers are formed, the service offer and added value available.

LO2 – Be able to exceed customer expectations. Learners will be required to demonstrate how they have exceeded their customers' expectations. Assessors need to ensure that the situation is clearly explained and clarifies what the customer's expectations are in the first place so that it can be clearly seen if and how the learner exceeded these expectations.

Level 3 Customer Service**Unit 7 – Develop resources to support consistency of customer service delivery**

There have been occasional issues when this unit has been selected by some centres and their learners. This unit is about more than creating a few leaflets for customers to use. Whilst these are useful to the customer, it is also about the development of a knowledge base which can be accessed by the customer service representatives to enable them to answer queries and resolve customer service issues in an effective and efficient manner. Learners should also be considering the developing of Customer Relationship Management (CRM) tools. These are usually knowledge based systems which can be directly accessed by customers to obtain information without otherwise having to contact the organisation and their staff.

Learners should consider the following:

- why a customer service knowledge base is required
- the benefits of using a knowledge base
- how to develop an effective knowledge base
- how the knowledge base can be used for enhancing customer service.

4. Sector Update

Currently, the level 2 trailblazer qualifications available are as follows:

- Customer Service Practitioner
- Financial Services Customer Adviser.

The level 3 and level 4 qualifications have yet to be approved.

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