

Who is this NVQ for?

The Level 2 NVQ is designed for staff who are responsible for delivering customer service and who interact directly with the customer, for example sales or retail staff, staff working on service desks, call centre staff, the hospitality sector (bar/waiting staff), site maintenance staff in fact anybody who will come into contact with your customers.

NVQ Level 2

Themes

The NVQ in Customer Service has option units that are categorised by themes that reflect the different aspects of customer service. At least one option unit should be taken from each theme to ensure coverage of the different aspects of customer service. The remaining option units can be taken from any theme.

The themes are:

Foundations: this theme relates to the core units and covers the principles of customer service and organisational rules affecting customer service. It includes the knowledge of the organisation's products and services, and organisational procedures for dealing with customers.

Impression and image: this theme focuses on the impression made by the individual delivering customer service and by the organisation. It includes building a rapport with the customer, dealing with customers in different ways (face to face, in writing or using ICT), living up to the customer service promise and using customer information to exceed customer expectations.

Delivery: this theme focuses on delivering customer service and building relationships with the customer. It includes issues such as providing a consistent, reliable service, diversity, and working with others (such as service partnerships) to provide customer service.

Handling problems: this theme looks at recognising and resolving customer queries and problems, monitoring customer service problems and handling customer complaints.

Development and improvement: this theme looks at monitoring and improving customer service by developing customer relationships and leading, supporting and working with others to implement improvements. It also covers the analysis of customer feedback and the development of customer service strategy, as well as personal development.

To achieve the whole qualification at Level 2, you must prove competence in two mandatory units and five option units. At least one option unit should be taken from each theme.

Level 2 Units

Mandatory units

Unit 1: Prepare yourself to deliver good customer service

Unit 5: Provide customer service within the rules

Option units

Impression and image

Unit 9: Give customers a positive impression of yourself and your organisation

Unit 10: Promote additional services or products to customers

Unit 11: Process customer service information

Unit 12: Live up to the customer service promise

Unit 13: Make customer service personal

Unit 14: Go the extra mile in customer service

Unit 15: Deal with customers in writing or using ICT

Unit 16: Deal with customers face to face

Unit 17: Deal with customers by telephone

Delivery

Unit 21: Deliver reliable customer service

Unit 22: Deliver customer service on your customer's premises

Unit 23: Recognise diversity when delivering customer service

Handling problems

Unit 6: Recognise and deal with customer queries, requests and problems

Unit 31: Resolve customer service problems

Development and improvement:

Unit 36: Develop customer relationships

Unit 37: Support customer service improvements

Unit 38: Develop personal performance through delivering customer service