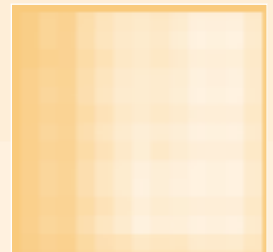


# OCR LEVELS 2 AND 3 NVQ IN CUSTOMER SERVICE



**NVQ**



## Information Brief

**N953** 0107

# CUSTOMER SERVICE LEVELS 2 AND 3

**OCR is the awarding body established by the University of Cambridge Local Examinations Syndicate and RSA Examinations Board. OCR provides a full range of vocational and academic qualifications.**

OCR provides a comprehensive range of resources, advisory and support services to enable centres to offer Customer Service NVQs

- Recording documents for centres
- Guidance on delivery, assessment and verification of qualifications
- Advisory visits
- Evaluation of centres
- External verification
- Registration and certification of candidates
- Regular updates on developments
- Presentations and workshops

## CUSTOMER SERVICE NVQS

### Level 2

This NVQ is aimed at individuals who have to deliver a continually improving service to customers, but who may not have the responsibility or autonomy to bring about permanent improvements themselves.

It is suitable for candidates:

- whose opportunities to influence what happens at work are limited



- who work within the rules and regulations of their organisation
- who work with others to overcome problems and to support customer service improvements
- who need to communicate in a clear, confident way
- who have a developing knowledge about their organisation's products and services.

### Level 3

This NVQ is aimed at candidates who are in work roles where they have to provide a continually improving service to customers and are able to effect permanent improvements for the benefit of customers and the organisation.

It is suitable for candidates:

- who are able to suggest and help implement changes to improve customer service
- who are experienced problem solvers who can communicate clearly

- who have particular customer service job titles, such as customer service adviser
- who are in designated customer service departments
- whose role is mainly to provide service to customers, for example, call centre/hotel staff or
- who recognise customer service is a part of their role within the organisation even though they may be carrying out non-customer service roles, such as engineers.

## INSTITUTE OF CUSTOMER SERVICE (ICS)

The Institute of Customer Service (ICS) recognises that business growth depends on investing in human resources in order to compete and succeed. OCR offers the Level 2 and 3 Customer Service NVQs to help employers and employees to achieve and demonstrate total quality as part of a continuous customer service improvement programme.

The Institute of Customer Service includes representatives from industry and the public sector organisations. The ICS developed the National Occupational Standards, upon which these NVQs were based, by seeking feedback from a wide range of organisations.

## The NVQ structure

NVQs have flexible structures, which allow candidates to gain recognition for the skills required in their job role.

Where training needs are identified these can be addressed at work through college/training centre arrangements.

- Credit can be gained for past achievements where they can be related to the NVQ.
- NVQs assess knowledge and understanding but also measure a candidate's performance in the real work environment.

NVQs are based on National Occupational Standards, which describe what is required of the candidates in very precise detail.

## The Benefits of Customer Service NVQs

Employees will benefit from:

- A clearer understanding of their responsibility within their organisation
- The opportunity to develop new skills
- The recognition of existing skills

Employers will benefit from:

- Improved staff performance and motivation

- Improvements in the quality of service to customers
- The opportunity to improve customer retention levels

## Centres

Organisations wishing to offer the Customer Service NVQs can either apply to OCR to become a registered centre (if they can provide the appropriate Internal Verifiers and Assessors) or work with an existing centre to assess the NVQ.

## Candidates

If you wish to become a candidate for the NVQ you need to register with an OCR approved centre. Once you have registered with a centre they will provide guidance and support on your route to achieving your qualification.

Information on approved centres can be obtained by ringing OCR's Information Bureau on 024 76 470033.



## Assessors and Internal Verifiers

Assessors and Internal Verifiers require the following:

- Relevant and credible customer service experience across the level and breadth of the standards and NVQs
- A thorough understanding of the national occupational standards for customer service with the ability to interpret them within the environment and sectors they are assessing/verifying
- Experience and a working knowledge of the operational and assessment processes specifically for Customer Service NVQs
- High levels of communication and interpersonal skills
- Knowledge of current customer service practice and emerging issues in the customer service arena
- Knowledge of current practice and emerging issues in the vocational qualification area
- The relevant Training and Development Units ie: D32 and/or D33 for Assessors. D34 for Internal Verifiers (more information on Assessor and Internal Verifier requirements can be found in the Customer Service Level 2 and 3 combined Scheme Book/CAR).

## What do I do next?

- Contact our Information Bureau for further information on 024 76 470033 or email [cib@ocr.org.uk](mailto:cib@ocr.org.uk).



offer any of OCR's qualifications. For further information on any of OCR's qualifications, products and services contact the OCR Information Bureau or visit our website at [www.ocr.org.uk](http://www.ocr.org.uk).

Other qualifications offered by OCR which may be of interest to you, include:

Administration NVQs at Levels 1, 2, 3 & 4

Information Technology Levels 1, 2, 3 & 4

Call Handling NVQs Levels 2, 3 & 4

Further details and Information Briefs are available from the OCR Information Bureau.

- The OCR fees booklet (A250), which includes charges for centre evaluation, candidate registration and certification, is available from the OCR Information Bureau.
- A combined Scheme Book/CAR containing the standards and guidance on implementation of the NVQ is available to purchase, from OCR Publications (0870 870 6622)
- The leaflet *Becoming an NVQ Centre: Steps to Implementation* (N61) will be useful to organisations considering applying to OCR to become a centre.
- Full details of how to apply are given in *Notes for Guidance* (L526) which is included in the Centre Approval Pack, which is available from Operations in Coventry.

There is a range of support available to centres considering seeking approval to

## OCR LEVEL 2 NVQ IN CUSTOMER SERVICE (QCA NO: Q1053818)

To achieve a full award the candidate must complete 4 mandatory units plus 1 optional unit, a total of 5 units.

OCR Unit No	Title	QCA Unit No.
<b>Mandatory Units</b>		
1	Give customers a positive impression of yourself and your organisation	U1053838
2	Deliver reliable customer service	U1053839
3	Develop customer relationships	U1053840
4	Resolve customer service problems	U1053841
<b>Optional Units</b>		
5	Support customer service improvements	U1053842
6	Develop personal performance through delivering customer service	U1053843
7	Promote additional products or services to customers	U1053844
8	Process customer service information	U1053845

## OCR LEVEL 3 NVQ IN CUSTOMER SERVICE (QCA NO: Q1053819)

To achieve a full award, candidates must complete five mandatory units plus one optional unit, making a total of six units.

OCR Unit No	Title	QCA Unit No.
<b>Mandatory Units</b>		
1	Organise, deliver and maintain reliable customer service	U1053846
2	Improve the customer relationship	U1053847
3	Work with others to improve customer service	U1053850
4	Monitor and solve customer service problems	U1053851
5	Promote continuous improvement	U1053852
<b>Optional Units</b>		
6	Develop your own and others' customer service skills	U1053853
7	Organise and promote products or services to customers	U1053854
8	Lead the work of teams and individuals to improve customer service	U1053855

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N953/0107/A854/0801/8K