

NCFE Level 2 Diploma for Customer Service Practitioners (603/5681/9)

This document is intended only as a guide, and it is the responsibility of centre delivery staff to determine whether learners have fully met the standards of the qualification through recognised principles of assessment.

Knowledge		Unit and assessment criteria
Knowing your customers	<ul style="list-style-type: none"> understand who customers are 	Unit 02 1.3
	<ul style="list-style-type: none"> understand the difference between internal and external customers 	Unit 02 1.2
	<ul style="list-style-type: none"> understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective 	Unit 03 1.3, 1.4, 1.5, 2.4 Unit 4 2.4, 2.5, 2.6
Understanding your customers	<ul style="list-style-type: none"> know the purpose of the business and what 'brand promise' means 	Unit 02 1.1, 2.3
	<ul style="list-style-type: none"> know your organisation's core values and how they link to the service culture 	Unit 02 1.4, 1.5
	<ul style="list-style-type: none"> know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation 	Unit 02 3.2, 3.5
Meeting regulations and legislation	<ul style="list-style-type: none"> know the appropriate legislation and regulatory requirements that affect your business 	Unit 01 2.1, 2.2, 2.3, 2.4
	<ul style="list-style-type: none"> know your responsibility in relation to this and how to apply it when delivering service 	Unit 01 2.5 Unit 02 2.4
Systems and resources	<ul style="list-style-type: none"> know how to use systems, equipment and technology to meet the needs of your customers 	Unit 05 1.2
	<ul style="list-style-type: none"> understand types of measurement and evaluation tools available to monitor customer service levels 	Unit 05 2.2

Your role and responsibility	<ul style="list-style-type: none"> understand your role and responsibility within your organisation and the impact of your actions on others 	Unit 02 2.4 Unit 06 1.1, 2.2
	<ul style="list-style-type: none"> know the targets and goals you need to deliver against 	Unit 06 1.3
Customer experience	<ul style="list-style-type: none"> understand how establishing the facts enables you to create a customer focused experience and appropriate response 	Unit 03 1.2
	<ul style="list-style-type: none"> understand how to build trust with a customer and why this is important 	Unit 03 1.6, 1.7
Product and service knowledge	<ul style="list-style-type: none"> understand the products or services that are available from your organisation and keep up-to-date 	Unit 02 2.1 Unit 03 2.1
Skills		Unit and assessment criteria
Interpersonal skills	<ul style="list-style-type: none"> use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery 	Unit 03 1.8, 1.9 Unit 04 1.2, 1.5, 1.6
Communication	Depending on your job role and work environment:	Unit 03 1.8, 1.9
	<ul style="list-style-type: none"> use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or 	Unit 04 1.5, 1.6, 1.7, 1.8
	<ul style="list-style-type: none"> use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions 	Unit 03 1.8, 1.9 Unit 04 1.5, 1.6, 1.7, 1.8
	<ul style="list-style-type: none"> use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand 	Unit 04 1.7, 1.8
Influencing skills	<ul style="list-style-type: none"> provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your 	Unit 03 2.3, 2.4

Personal organisation	<ul style="list-style-type: none"> be able to organise yourself, prioritise your own workload/activity and work to meet deadlines 	Unit 06 1.7, 1.8
Dealing with customer conflict and challenge	<ul style="list-style-type: none"> demonstrate patience and calmness 	Unit 04 2.3
	<ul style="list-style-type: none"> show you understand the customer's point of view 	Unit 04 2.5
Behaviours		Unit and assessment criteria
Developing self	<ul style="list-style-type: none"> take ownership for keeping your service knowledge and skills up-to-date 	Unit 03 2.1
	<ul style="list-style-type: none"> consider personal goals and propose development that would help achieve them 	Unit 06 1.5
Being open to feedback	<ul style="list-style-type: none"> act on and seek feedback from others to develop or maintain personal service skills and knowledge 	Unit 06 1.4
Team working	<ul style="list-style-type: none"> frequently and consistently communicate and work with others in the interest of helping customers efficiently 	Unit 06 2.3
	<ul style="list-style-type: none"> share personal learning and case studies with others, presenting recommendations, and improvement to support good 	Unit 05 2.3
Equality – treating all customers as individuals	<ul style="list-style-type: none"> treat customers as individuals to provide a personalised customer service experience 	Unit 03 1.7, 1.8
	<ul style="list-style-type: none"> uphold the organisation's core values and service culture through your actions 	Unit 03 2.5
Presentation – dress code, professional	<ul style="list-style-type: none"> demonstrate personal pride in the job through appropriate dress and positive and confident language 	Unit 06 1.6
'Right first time'	<ul style="list-style-type: none"> use communication behaviours that establish clearly what each customer requires and manage their expectations 	Unit 03 1.6, 1.7
	<ul style="list-style-type: none"> take ownership from the first contact and then take responsibility for fulfilling your promise 	Unit 03 1.5, 1.6