

# **SPECIFICATION**

**IAO LEVEL 2 AWARD IN PRINCIPLES OF CUSTOMER SERVICE**

**QUALIFICATION NUMBER: 603/6702/7**

Innovate Awarding is an Ofqual regulated awarding organisation with an innovative and dynamic approach. We develop off-the-shelf, customised and fully bespoke qualifications across a growing number of sectors – all on the Regulated Qualifications Framework (RQF).

Our portfolio is always growing and we currently have qualifications in the following sectors:

**Active Leisure**  
**Business and Management**  
**Childcare**  
**Employability**  
**Retail**

**Health and Social Care**  
**Hospitality and Catering**  
**IT**  
**Logistics**  
**Education and Training**

We currently offer over 100 qualifications and we're continuously developing and diversifying our portfolio. Please visit our website regularly to keep up-to-date [www.innovateawarding.org](http://www.innovateawarding.org).

This document will be updated if there are any changes, so it is important to make sure you are working from the most up-to-date version, which is available to download from our website.

This specification also provides details on administration, quality assurance policies and the requirements as well as responsibilities that are associated with the delivery of vocational qualifications.

Innovate Awarding is an Ofqual-regulated Awarding Organisation in England.

If you have any questions regarding qualifications in general, aspects of specific qualifications or our quality assurance policies and procedures, visit our website where a lot more information is available.

If you cannot find what you are looking for on our website, please call or email our customer support team:

Telephone: 0117 314 2800

Email: [contactus@innovateawarding.org](mailto:contactus@innovateawarding.org)

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*“We work with a wide variety of organisations such as employers, training providers, FE colleges and Sector Skills Councils and develop off-the-shelf, customised and bespoke qualifications.”*

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## Qualification summary

<b>Qualification Accreditation Number (QAN)</b>	603/6702/7
<b>Qualification review date</b>	31.07.2024
<b>Guided Learning Hours (GLH)</b>	52
<b>Total Qualification Time (TQT)</b>	80
<b>RQF level</b>	2
<b>Qualification credit value</b>	8 credits
<b>Minimum credits at/above level</b>	8 credits
<b>Assessment requirements</b>	Portfolio of Evidence  This qualification is internally assessed and internally quality assured by Centre staff and externally quality assured by Innovate Awarding External Quality Advisors (EQAs).
<b>Aims and objectives of the qualification</b>	The aim of this qualification is to develop learners' knowledge of customer service.  It provides an insight into the principles of customer service and will aid career development by providing knowledge and understanding of working in this sector.
<b>Entry guidance</b>	There are no formal entry requirements for this qualification.  This qualification is suitable for those who are looking to work in a customer service role within a number of industries. It provides learners with an opportunity to demonstrate their competence and knowledge in a wide range of job roles.
<b>Progression opportunities</b>	Learners who achieve this qualification could progress into or within employment in a number of customer service roles and/or continue their study in this or other areas. Learners who complete this qualification may go on to further study in related areas such as: <ul style="list-style-type: none"> <li>• IAO Level 2 Diploma in Customer Service</li> <li>• IAO Level 3 Diploma in Customer Service</li> <li>• IAO Level 2 Certificate in Team Leading Principles</li> <li>• IAO Level 2 Diploma in Team Leading</li> </ul>

## **Funding**

For details on eligibility for government funding please refer to the following websites:

<http://www.education.gov.uk/section96/>

<https://www.gov.uk/government/organisations/education-and-skills-funding-agency>

## Innovate Awarding

When you work with Innovate Awarding, you're working with an awarding organisation that sets itself apart – a dynamic company with a collaborative approach to doing business. We're consultative and innovative...everything that our customers say they want an awarding organisation to be.

We're easy to work with, committed and passionate about exceeding our customers' expectations. We're not tied down by bureaucracy and red tape and can think outside the box and respond quickly to our customers' needs.

We have a Performance Pledge that details guaranteed response times. Copies of these can be found on our website [www.innovateawarding.org](http://www.innovateawarding.org).

### Feedback

Your feedback is very important to us. We're always open to suggestions when it comes to enhancing and improving our services, products and systems. Email us at [contactus@innovateawarding.org](mailto:contactus@innovateawarding.org) or call us on 0117 314 2800.

### Complaints

If we do get things wrong, we'll make every effort to resolve your issues quickly and efficiently. If you'd like to raise a formal complaint then we recommend you read our Complaints Procedure which can be found on our website.

### Fees

Our fees structure is transparent and straightforward. Our fees are published on our website in a clear format with no hidden charges. Unlike other awarding organisations, we do not charge an annual centre fee. Visit our website to compare our fees.

### Enquiries and appeals

We recognise that sometimes decisions are made that a centre (or learner) may wish to appeal. We have an Enquiries and Appeals Policy and Process on our website that sets out guidelines on grounds for appeal and the process.

### Data Protection

Innovate Awarding takes the protection of data seriously; we have a data protection statement outlining how we and our centres, comply with the current legislation on data protection. This statement can be found on our website.

## **Equality and Diversity**

Innovate Awarding is committed to giving everyone who wants to gain one of our qualifications an equal opportunity of achieving it in line with current UK legislation (Equality Act 2010) and EU directives.

Centres are required, as conditions of approval, to use an equality and diversity policy that works together with ours and that they maintain an effective complaint and appeals process. We expect centres to tell learners how to find and use their own equality and diversity and appeals processes. For information, please visit our website.

## **Reasonable Adjustment and Special Consideration**

All learners must be treated fairly and equally and be given every opportunity to achieve our/the qualifications. A copy of our policy on Reasonable Adjustments and Special Considerations, and application form, can be found on our website.

## **Malpractice and Maladministration**

Innovate Awarding has a responsibility to do everything it can to prevent any malpractice or maladministration from occurring, and where it has already occurred, ensuring action is taken proportionate to the gravity and scope of the occurrence.

A copy of our policy and procedure on Malpractice and Maladministration is available on our website.

## **Recognition of Prior Learning (RPL)**

RPL recognises how the contribution of a learner's previous experience could contribute to a qualification or unit. Innovate Awarding have produced guidance on RPL and this can be found within our Information and Guidance for Centres on our website.

**Please note the above is not a comprehensive guide to running qualifications. Once approved centres must adhere to the Centre Agreement and Information and Guidance for Centres.**

## The Regulated Qualifications Framework (RQF)

### What is the RQF?

The Regulated Qualifications Framework (RQF) is an Ofqual regulated system of cataloguing qualifications. Qualifications on the RQF can be found by their size or level. Qualifications at a given level can differ depending on their content and purpose.

All of Innovate Awarding's qualifications are on the RQF.

### Qualification Level

The level reflects the challenge or difficulty of the qualification. There are eight levels of qualification from 1 to 8, supported by three "Entry" levels.

### Qualification Size

The size of a qualification reflects the estimated total amount of time it would take the average learner to study and be assessed. The size of a qualification is expressed in terms of Total Qualification Time (TQT). The time spent being taught or supervised, rather than studying alone, is the Guided Learning Hours (GLH).

Qualifications can sit at different levels, but require similar amounts of study and assessment. Similarly, qualifications at the same level can take different amounts of time to complete.

## **Qualification structure**

To achieve the IAO Level 2 Award in Principles of Customer Service, learners must complete all of the required three mandatory units to gain the required 8 credits.

The total Guided Learning Hours (GLH) for this qualification is 52 hours.

The Total Qualification Time (TQT) for this qualification is 80 hours.

## **Unit Structures**

All units are listed below



## Units

Unit ref	Unit title	Level	Credit value	GLH
T/618/4995	Understand customer service principles	2	3	20
A/618/4996	Understand customer loyalty and dealing with complaints	2	2	12
F/618/4997	Understand legal and organisational requirements relating to customer service	2	3	20

**Units:**

<b>Title:</b>	<b>T/618/4995 Understand customer service principles</b>
<b>Level:</b>	<b>2</b>
<b>Credit Value:</b>	<b>3</b>
<b>GLH:</b>	<b>20</b>
<b>Learning Outcomes The learner will:</b>	<b>Assessment Criteria The learner can:</b>
1. Understand customers	1.1 Explain the difference between internal and external customers 1.2 Identify ways in which customers are culturally different 1.3 Describe the characteristics of the following types of customers: <ul style="list-style-type: none"> <li>• mobility difficulties</li> <li>• hearing impairment</li> <li>• sight impairment</li> <li>• language or cultural needs</li> </ul> 1.4 Describe how you would assist with their needs 1.5 Explain how to identify dissatisfied customers
2. Understand how to deliver excellent customer service	2.1 Explain what is meant by the term 'excellent customer service' 2.2 Outline the key qualities required to work in a customer service role 2.3 Explain the importance of delivering high quality customer service 2.4 Describe why it is important to keep customers up to date about an organisation's products or services
3. Understand communication in a customer service role	3.1 Identify different communication methods suitable for a series of customer interactions 3.2 Explain why effective communication is important in a customer service environment 3.3 Describe barriers to providing effective communication to a customer 3.4 Describe ways in which organisations obtain feedback from customers 3.5 State the types of information an organisation records on its customers
<b>Additional information about this unit</b>	

Unit aim (s)	The aim of this unit is to develop the knowledge required to understand different types of customers and the importance of delivering a high quality customer service provision
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<b>Title:</b>	<b>A/618/4996 Understand customer loyalty and dealing with complaints</b>
<b>Level:</b>	<b>2</b>
<b>Credit Value:</b>	<b>2</b>
<b>GLH:</b>	<b>12</b>
<b>Learning Outcomes The learner will:</b>	<b>Assessment Criteria The learner can:</b>
1. Understand the value of customers and their loyalty	1.1 Describe the relationship between good customer service and organisational performance 1.2 Explain how ineffective customer service impacts on organisational performance 1.3 Describe different methods of: <ul style="list-style-type: none"> <li>• attracting customers</li> <li>• maintaining customer loyalty</li> </ul>
2. Understand how to manage customer complaints	2.1 Identify the reasons why customers may complain 2.2 Describe how to respond to different complaints 2.3 Explain why it is important to keep customers informed of progress and delays when dealing with a complaint 2.4 Outline the importance of monitoring complaints 2.5 Describe what methods an organisation can use to monitor complaints 2.6 Explain why evaluating complaints could lead to improved customer service
<b>Additional information about this unit</b>	
<b>Unit aim (s)</b>	The aim of this unit is to develop the knowledge required to understand how to attract customers and maintain their loyalty. It also looks at the importance of dealing with complaints.

<b>Title:</b>	<b>F/618/4997 Understand legal and organisational requirements relating to customer service</b>
<b>Level:</b>	<b>2</b>
<b>Credit Value:</b>	<b>3</b>
<b>GLH:</b>	<b>20</b>
<b>Learning Outcomes The learner will:</b>	<b>Assessment Criteria The learner can:</b>
1. Understand legislation which affects customer service	1.1 State how consumer legislation requirements can affect customer service 1.2 Describe how equality legislation affects customer service 1.3 Describe how health and safety legislation affects customer service 1.4 Explain ethical and environmental legislation requirements to be considered when delivering customer service 1.5 Describe how data protection legislation affects the storage of customer information
2. Understand organisational policies which affect customer service	2.1 Explain why it is important for an organisation to have customer service policies 2.2 Outline an organisation's customer service policy 2.3 Describe the benefits to an organisation of having an effective customer service policy 2.4 Describe the benefits to a customer of having an effective customer service policy
<b>Additional information about this unit</b>	
<b>Unit aim (s)</b>	The aim of this unit is to develop the knowledge required to understand legislation and policies which affect the delivery and provision of customer service.