

**NCFE Level 2 Certificate in Principles of Customer Service (601/7070/0)**

**Statement of authenticity**

Learner name:

Centre number:

Centre name:

**Signatures**

Learner: Date:

Tutor/Assessor: Date:

Internal Moderator (IM)\*: Date:

External Moderator (EM)\*: Date:

\* For completion if part, or all, of the evidence has been sampled by the Internal and/or External Moderator

**Unit 01 Principles of customer service and delivery (Y/507/5967)**

You will:

1. Understand customer service

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| **1.1 Explain the purpose and scope of customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

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| **1.2 Define the term ‘service offer’** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

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| **1.3 Explain the value of a ‘service offer’ to an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

1. Understand customer service (cont’d)

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| **1.4 Explain the importance of delivering consistently high quality customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.5 Explain the importance of keeping up to date with knowledge of competitors’ activities** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.6 Explain barriers to providing effective customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

1. Understand customer service (cont’d)

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| **1.7 Describe the features of effective follow-up service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

You will:

1. Understand how legal and ethical requirements relate to customer service

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| **2.1 Describe how sales and consumer-related legislation and regulations affect the delivery of customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

2. Understand how legal and ethical requirements relate to customer service (cont’d)

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| **2.2 Describe how health, safety and environmental legislation affects customer service delivery** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Explain how ethical considerations affect customer service** | |
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| **2.4 Explain how equality legislation affects customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

2. Understand how legal and ethical requirements relate to customer service (cont’d)

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| **2.5 Describe how legislation affects the use and storage of customer information** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

You will:

3. Understand how to deliver effective customer service

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| **3.1 Explain the difference between customers’ wants, needs and their expectations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

3. Understand how to deliver effective customer service (cont’d)

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| **3.2 Explain how to identify customers’ needs and expectations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.3 Explain the importance of managing customers’ expectations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.4 Explain how to behave in a way that meets customers’ expectations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

3. Understand how to deliver effective customer service (cont’d)

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| **3.5 Describe techniques that can be used to put customers at ease and gain their trust** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.6 Explain the importance of following up actions and keeping promises when delivering customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

4. Understand the management of customer service information

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| **4.1 Explain how customer service information can be used** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **4.2 Explain the importance of systems to manage customer service information** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **4.3 Explain the uses of systems to manage customer service information** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

4. Understand the management of customer service information

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| **4.4 Identify the features of an effective customer complaints process** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **4.5 Describe the uses of a customer complaints process** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

5. Understand customer service delivery

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| **5.1 Explain the relationship between customers’ needs and expectations and customer satisfaction** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **5.2 Describe the features and benefits of an organisation’s products and/or services** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **5.3 Explain the importance of treating customers as individuals** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

5. Understand customer service delivery (cont’d)

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| **5.4 Explain the importance of balancing promises made to customers with the needs of an organisation** | |
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| **5.5 Explain when and to whom to escalate problems** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **5.6 Describe methods of measuring their own effectiveness in the delivery of customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

6. Understand the relationship between customer service and a brand

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| **6.1 Explain the importance of a brand to an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **6.2 Explain how a brand affects an organisation’s customer service offer** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **6.3 Explain the importance of using customer service language that supports a brand promise** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Principles of customer service and delivery (Y/507/5967) (cont’d)**

You will:

6. Understand the relationship between customer service and a brand (cont’d)

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| **6.4 Identify their own role in ensuring that a brand promise is delivered** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Understand customers (D/507/5968)**

You will:

1. Understand different types of customers

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| **1.1 Explain the distinctions between internal and external customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.2 Explain how cultural factors can affect customers’ expectations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.3 Describe the characteristics of challenging customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 02 Understand customers (D/507/5968) (cont’d)**

You will:

1. Understand different types of customers (cont’d)

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| **1.4 Explain how to identify dissatisfied customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.5 Describe common techniques for dealing with dissatisfied customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Understand customers (D/507/5968) (cont’d)**

You will:

2. Understand the value of customers and their loyalty

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| **2.1 Explain how the achievement of the customer service offer contributes to enhancing customer loyalty** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.2 Explain the relationship between customer satisfaction and organisational performance** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Explain how the reputation and image of an organisation affects customers’ perceptions of its products and/or services** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 02 Understand customers (D/507/5968) (cont’d)**

You will:

2. Understand the value of customers and their loyalty (cont’d)

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| **2.4 Explain the potential consequences of customers’ dissatisfaction** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.5 Describe different methods of attracting customers and retaining their loyalty** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 03 Understand employer organisations (A/507/5895)**

You will:

1. Understand organisational structures

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| **1.1 Explain the differences between the private sector, public sector and voluntary sector** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.2 Explain the functions of different organisational structures** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.3 Describe the features of different types of legal structures for organisations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 03 Understand employer organisations (A/507/5895)**

You will:

1. Understand the organisational environment

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| **2.1 Describe the internal and external influences on organisations** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.2 Explain the use of different models of analysis in understanding the organisational environment** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Explain why change in the business environment is important** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |