

**NCFE Level 3 Certificate in Principles of Customer Service (601/7073/6)**

**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 Understand the customer service environment (R/507/5627)**

You will:

1. Understand the concepts and practices underpinning customer service delivery

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| **1.1 Explain the value of customer service as a competitive tool** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.2 Explain the process of mapping the customer journey and its importance in delivering effective customer service** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.3 Describe techniques used to identify service failures** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

1. Understand the concepts and practices underpinning customer service delivery (cont’d)

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| **1.4 Explain the concept and importance of the service profit chain** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.5 Describe methods of measuring organisational 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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**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

2. Understand the relationship between customer service and a brand

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| **2.1 Explain the importance of a brand to customers and to an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.2 Explain how branding can influence customers’ perception of an organisation and its products and/or services** | |
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| **2.3 Explain the potential impact of good and poor customer service on a brand** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

3. Understand the structure of customer service

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| **3.1 Explain the features of different customer service models and customer service standards** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.2 Explain the relationship between customer service and operational areas of an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.3 Explain the relationship between customer service and continuous improvement processes** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

3. Understand the structure of customer service (cont’d)

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| **3.4 Explain the costs and benefits of customer service to an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.5 Explain the impact of organisational values on how customers create their expectations** | |
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| **3.6 Explain how organisational values impact on meeting customer expectations** | |
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**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

4. Understand the implications of legislation on customer service delivery

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| **4.1 Explain the implications of consumer-related legislation on customer service delivery** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **4.2 Explain the implications of confidentiality and data protection legislation for the collection, storage and use 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** | |

**Unit 01 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

5. Understand how to organise customer service delivery

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| **5.1 Explain how different methods of promoting products and/or services impact on customer service delivery** | |
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| **5.2 Explain who should be involved in the organisation of customer service delivery** | |
| **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 differentiating between customers’ wants, needs and 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 Understand the customer service environment (R/507/5627) (cont’d)**

You will:

5. Understand how to organise customer service delivery (cont’d)

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| **5.4 Explain different ways of segmenting customer groups** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **5.5 Explain how customer segmentation is used in organising customer service delivery** | |
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| **5.6 Explain how to analyse the ‘customer journey’** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 02 Principles of business (L/507/4329)**

You will:

1. Understand business markets

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| **1.1 Explain the characteristics of different business markets** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.2 Explain the nature of interactions between businesses within a market** | |
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| **1.3 Explain how an organisation’s goals may be shaped by the market in which it operates** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

1. Understand business markets (cont’d)

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| **1.4 Describe the legal obligations of a business** | |
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You will:

2. Understand business innovation and growth

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| **2.1 Define business innovation** | |
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**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

2. Understand business innovation and growth (cont’d)

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| **2.2 Explain the uses of models of business innovation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Identify sources of support and guidance for business innovation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

2. Understand business innovation and growth (cont’d)

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| **2.4 Explain the process of product or service development** | |
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| **2.5 Explain the benefits, risks and implications associated with innovation** | |
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| **IM/EM feedback** | |

**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

3. Understand financial management

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| **3.1 Explain the importance of financial viability for an organisation** | |
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| **3.2 Explain the consequences of poor financial management** | |
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| **3.3 Explain different financial terminology** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

4. Understand business budgeting

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| **4.1 Explain the uses of a budget** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **4.2 Explain how to manage a budget** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **IM/EM feedback** | |

**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

5. Understand sales and marketing

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| **5.1 Explain the principles of marketing** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **5.2 Explain a sales process** | |
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| **5.3 Explain the features and uses of market research** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 02 Principles of business (L/507/4329) (cont’d)**

You will:

5. Understand sales and marketing (cont’d)

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| **5.4 Explain the value 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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| **5.5 Explain the relationship between sales and marketing** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 03 Understand how to resolve customers’ problems or complaints (D/507/5565)**

You will:

1. Understand the monitoring and resolution of customers’ problems

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| **1.1 Assess the suitability of a range of techniques for monitoring customer problems** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.2 Explain how to use the resolution of customers’ problems to improve products and/or services** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.3 Explain how the successful resolution of customers’ problems contributes to customer loyalty and enhanced business performance** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 03 Understand how to resolve customers’ problems or complaints (D/507/5565) (cont’d)**

You will:

1. Understand the monitoring and resolution of customers’ problems (cont’d)

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| **1.4 Explain the features of negotiating techniques used to resolve customers’ problems** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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You will:

2. Understand the monitoring and resolution of customers’ complaints

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| **2.1 Assess the suitability of a range of monitoring techniques for customers’ complaints** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 03 Understand how to resolve customers’ problems or complaints (D/507/5565) (cont’d)**

You will:

2. Understand the monitoring and resolution of customers’ complaints (cont’d)

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| **2.2 Explain how to identify those complaints that should prompt a review of the service offer and service delivery** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Explain negotiating techniques used to resolve customers’ complaints** | |
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| **2.4 Explain conflict management techniques used in dealing with upset customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 03 Understand how to resolve customers’ problems or complaints (D/507/5565) (cont’d)**

You will:

2. Understand the monitoring and resolution of customers’ complaints (cont’d)

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| **2.5 Explain organisational procedures for dealing with customer complaints** | |
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| **2.6 Explain when to escalate customers’ complaints** | |
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| **2.7 Explain the cost and regulatory implications of admitting liability on the basis of a customer complaint** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 03 Understand how to resolve customers’ problems or complaints (D/507/5565) (cont’d)**

You will:

2. Understand the monitoring and resolution of customers’ complaints (cont’d)

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| **2.8 Explain the advantages and limitations of offering compensation or replacement products and/or services** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 04 Understand customers and customer retention (K/507/5634)**

You will:

1. Understand Customer Relationship Management (CRM)

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| **1.1 Explain the concept of the ‘customer experience’** | |
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| **1.2 Explain different methods of segmenting and characterising customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.3 Explain the purpose and scope of CRM** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 04 Understand customers and customer retention (K/507/5634) (cont’d)**

You will:

1. Understand Customer Relationship Management (CRM) (cont’d)

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| **1.4 Describe the features of an effective CRM system** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **1.5 Explain the uses of CRM data in customer service delivery** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 04 Understand customers and customer retention (K/507/5634) (cont’d)**

You will:

2. Understand customer retention

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| **2.1 Explain the term ‘customer retention’** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.2 Explain the benefits of customer retention to an organisation** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.3 Explain the factors that influence customer retention** | |
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**Unit 04 Understand customers and customer retention (K/507/5634) (cont’d)**

You will:

2. Understand customer retention (cont’d)

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| **2.4 Describe techniques used to attract and retain customers** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **2.5 Explain how to assess the extent of customer loyalty** | |
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| **2.6 Explain the factors involved in customer recovery** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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**Unit 04 Understand customers and customer retention (K/507/5634) (cont’d)**

You will:

3. Understand the measurement of customer satisfaction

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| **3.1 Describe techniques used to analyse performance data** | |
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| **3.2 Explain the factors to be taken into account in setting performance targets and objectives** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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| **3.3 Explain the features and uses of a range of techniques to measure customer satisfaction** | |
| **What have you done to show this** | Location of evidence (eg hyperlink/portfolio page number) |
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