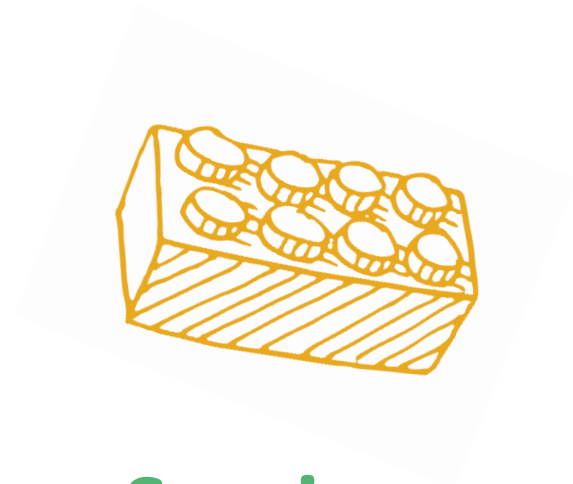


# Ascentis Level 1 Award and Certificate for



# Introduction to Customer Service Overview Specification

**Ofqual Number:**

**Award: 600/1686/3  
Certificate: 600/1684/X**

**Ofqual Start Date:**

01/08/2011

**Ofqual Review Date:**

31/07/2023

**Ofqual Certification Review Date:** 31/07/2024

# Qualification Overview

Customer Service is not a discrete sector, but its key skills relate to a wide variety of sector areas. The Awards and Certificates for Introduction to Customer Service provide an introduction to the knowledge and skills needed in order to provide effective customer service in a range of sectors; it also gives learners the core knowledge of working within customer service and legislation.

There are several features of these qualifications that make them very appropriate for their target learners:

- Unit certification is available for each of the units
- Assessment is through the building up of a portfolio of evidence, allowing flexibility in terms of the learner putting together evidence most appropriate to their learning situation
- A flexible optional unit structure allows learners and tutors to choose learning that is relevant to their specific needs
- There is opportunity to combine units with units at a higher level to promote learner progression
- Verification and certification can be offered throughout the year, allowing maximum flexibility for centres

## Aims

The aims of these qualifications are:

- To provide learners with an overview of customer service
- To promote the gaining of work-related skills and knowledge in customer service
- To prepare learners for further training within their chosen occupational area/s
- To give learners an insight into the needs of customer service within their chosen occupational area/s.

## Target Group

These qualifications are aimed at young people aged 14+ who have an interest in a career in a range of sectors where customer service is important, and also at adult learners.

## Regulation Codes

Ofqual Qualification Numbers:

- Ascentis Level 1 Award for Introduction to Customer Service: 600/1686/3
- Ascentis Level 1 Certificate for Introduction to Customer Service: 600/1684/X

## Assessment Method

All units are internally assessed through the learner building up a portfolio of evidence that covers the relevant assessment criteria. They are internally assessed and verified by the centre and then externally verified by Ascentis.

# Rule of Combination

The core knowledge in customer service is included in the mandatory units, and the optional units allow learners to choose areas of interest to them and which are appropriate to their learning environment.

| Ascentis Level 1 Award for Introduction to Customer Service   |         |              |     |                |
|---|---------|--------------|-----|----------------|
| Minimum credits: 7  |         |              |     |                |
| Group A - Mandatory Units: Learners must achieve the mandatory unit   |         |              |     |                |
| Title   | Level   | Credit Value | GLH | Unit Reference |
| Apply legislation, regulation and organisational procedures for customer service                                      | Level 1 | 3            | 24  | R/601/6071     |
| Group B – Optional Units: Learner must achieve a minimum of 2 credits at Level 1 and a further 2 credits at any level |         |              |     |                |
| Answer telephone calls from customers   | Level 1 | 2            | 18  | T/601/6077     |
| Communicate customers' problems with others   | Entry 3 | 2            | 18  | D/601/6056     |
| Communicate effectively with customers  | Entry 3 | 2            | 18  | M/601/6062     |
| Contribute to effective customer service  | Level 1 | 2            | 20  | F/601/6079     |
| Create a good impression to customers   | Level 1 | 2            | 18  | R/601/6068     |
| Deal with queries and requests  | Level 1 | 3            | 22  | H/601/6074     |
| Effective relationships with customers and colleagues   | Entry 3 | 2            | 20  | A/601/6064     |
| Handling telephone calls from customers   | Entry 3 | 2            | 18  | M/601/6059     |
| Introduction to Customer Service  | Entry 3 | 2            | 20  | F/601/6065     |
| Positive communication with customers   | Level 1 | 2            | 20  | A/601/6078     |
| Record and communicate customer problems  | Level 1 | 2            | 18  | K/601/6075     |
| The customer service experience   | Level 1 | 2            | 20  | T/601/6080     |
| The customer service job role   | Entry 3 | 2            | 20  | K/601/6058     |
| The importance of appearance and behaviour in customer service  | Entry 3 | 2            | 15  | A/601/6047     |
| Understand how to deal with queries and requests  | Entry 3 | 3            | 20  | R/601/6054     |
| Working in a customer focused way   | Entry 3 | 2            | 16  | L/601/6067     |
| Work in a customer-friendly way   | Level 1 | 2            | 18  | A/601/6081     |
| Working in customer service   | Level 1 | 2            | 18  | M/601/6076     |

**Credits from equivalent units:**

Please contact the Ascentis office to request equivalences and ask to speak to a member of the Qualifications Development Team.

**Credits from exemptions:**

Please contact the Ascentis office to request exemptions and ask to speak to a member of the Qualifications Development Team

**Barred combinations**

| Unit Title   | Unit Reference |                       | Unit Title   | Unit Reference |
|--|----------------|-----------------------|--|----------------|
| The importance of appearance and behaviour in customer service (Entry 3) | A/601/6047     | May not be taken with | Create a good impression to customers (Level 1)    | R/601/6068     |
| Understand how to deal with queries and requests (Entry 3)               | R/601/6054     | May not be taken with | Deal with queries and requests (Level 1)           | H/601/6074     |
| Communicate customers' problems with others (Entry 3)                    | D/601/6056     | May not be taken with | Record and communicate customer problems (Level 1) | M/601/6075     |
| The customer service job role (Entry 3)                                  | K/601/6058     | May not be taken with | Working in customer service (Level 1)              | T/601/6076     |
| Handling telephone calls from customers (Entry 3)                        | M601/6059      | May not be taken with | Answer telephone calls from customers (Level 1)    | T/601/6077     |
| Communicate effectively with customers (Entry 3)                         | M/601/6062     | May not be taken with | Positive communication with customers (Level 1)    | A/601/6078     |
| Effective relationships with customers and colleagues (Entry 3)          | A/601/6064     | May not be taken with | Contribute to effective customer service (Level 1) | F/601/6079     |
| Introduction to Customer Service (Entry 3)                               | F/601/6065     | May not be taken with | The customer service experience (Level 1)          | T/601/6080     |

|   |            |                       |   |            |
|---|------------|-----------------------|---|------------|
| Working in a customer focused way (Entry 3) | L/601/6067 | May not be taken with | Work in a customer-friendly way (Level 1) | A/601/6081 |
|---|------------|-----------------------|---|------------|

### Ascentis Level 1 Certificate for Introduction to Customer Service

Minimum credits: 13

#### Group A - Mandatory Units: Learners must achieve 5 credits in the mandatory units

| Title  | Level   | Credit Value | GLH | Unit Reference |
|--|---------|--------------|-----|----------------|
| Apply legislation, regulation and organisational procedures for customer service | Level 1 | 3            | 24  | R/601/6071     |
| Working in customer service  | Level 1 | 2            | 18  | M/601/6076     |

#### Group B – Optional Units: Learner must achieve a minimum of 2 credits at Level 1 and a further 6 credits at any level

|  |         |   |    |            |
|--|---------|---|----|------------|
| Answer telephone calls from customers                          | Level 1 | 2 | 18 | T/601/6077 |
| Communicate customers' problems with others                    | Entry 3 | 2 | 18 | D/601/6056 |
| Communicate effectively with customers                         | Entry 3 | 2 | 18 | M/601/6062 |
| Contribute to effective customer service                       | Level 1 | 2 | 20 | F/601/6079 |
| Create a good impression to customers                          | Level 1 | 2 | 18 | R/601/6068 |
| Deal with queries and requests                                 | Level 1 | 3 | 22 | H/601/6074 |
| Effective relationships with customers and colleagues          | Entry 3 | 2 | 20 | A/601/6064 |
| Handling telephone calls from customers                        | Entry 3 | 2 | 18 | M/601/6059 |
| Introduction to Customer Service                               | Entry 3 | 2 | 20 | F/601/6065 |
| Positive communication with customers                          | Level 1 | 2 | 20 | A/601/6078 |
| Record and communicate customer problems                       | Level 1 | 2 | 18 | K/601/6075 |
| The customer service experience                                | Level 1 | 2 | 20 | T/601/6080 |
| The customer service job role                                  | Entry 3 | 2 | 20 | K/601/6058 |
| The importance of appearance and behaviour in customer service | Entry 3 | 2 | 15 | A/601/6047 |
| Understand how to deal with queries and requests               | Entry 3 | 3 | 20 | R/601/6054 |
| Work in a customer-friendly way                                | Level 1 | 2 | 18 | A/601/6081 |
| Working in a customer focused way                              | Entry 3 | 2 | 16 | L/601/6067 |

**Credits from equivalent units:**

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**Credits from exemptions:**

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| Communicate effectively with customers (Entry 3)                         | M/601/6062     | May not be taken with | Positive communication with customers (Level 1)    | A/601/6078     |
| Effective relationships with customers and colleagues (Entry 3)          | A/601/6064     | May not be taken with | Contribute to effective customer service (Level 1) | F/601/6079     |
| Introduction to Customer Service (Entry 3)                               | F/601/6065     | May not be taken with | The customer service experience (Level 1)          | T/601/6080     |
| Working in a customer focused way (Entry 3)                              | L/601/6067     | May not be taken with | Work in a customer-friendly way (Level 1)          | A/601/6081     |

Unit certification is available for each of the units.

## Guided Learning Hours (GLH)

The recommended guided learning hours for Level 1 Award for Introduction to Customer Service is 57.  
The recommended guided learning hours for Level 1 Certificate for Introduction to Customer Service is 109.

## Total Qualification Time (TQT)

The total qualification time for Level 1 Award for Introduction to Customer Service is 70.  
The total qualification time for Level 1 Certificate for Introduction to Customer Service is 130.

## Age Range of Qualification

These qualifications are suitable for young people aged 14–19 and adult learners.

# Contact & Further Information

**New Centres** please email [hello@ascentis.co.uk](mailto:hello@ascentis.co.uk) or call 01524 845046.

**Existing Centres** please visit the login area of our website, [www.ascentis.co.uk](http://www.ascentis.co.uk), to view the full specification.

**Product Development** for enquiries please email [development@ascentis.co.uk](mailto:development@ascentis.co.uk).