



**Independent Training  
& Education Consultants**

**Tel: 01226 872400**

**www.itec2016.com**

**Email: itec2016@outlook.com**

# **Independent Training and Education Consultants Limited**

## **9 Day Short Course**

- **Pearson BTEC Level 1 Certificate in Principles of  
Customer Service (QCF)**

**For more information and enrolment/course dates in your  
area**

**Contact ITEC on:**

**Tel: 07754032452 or 01226 872400**

**Email: itec2016@outlook.com**

**Tel: 01226 872400**

**www.itec2016.com**

**Email: itec2016@outlook.com**

The Pearson BTEC Level 1 Certificate in Principles of Customer Service (QCF) builds on the focus from the Level 1 Award to provide learners with underpinning occupational knowledge and skills as well as wider knowledge and skills to support learners' employability and career progression in the sector.

The qualification is suitable for learners who are likely to be new to their first customer service role, intending to return to work after unemployment, NEET learners, learners on work experience/job placement and those looking to progress into an apprenticeship programme.

It gives learners the opportunity to:

- develop occupational knowledge and skills in communicating with customers and dealing with customers' queries and problems
- develop knowledge and skills that support employability and career progression, including how to manage personal performance and development, health and safety at work, rights and responsibilities at work and how to apply for jobs.
- achieve a nationally-recognised Level 1 qualification.

Achievement of this qualification prepares learners for employment in the customer service sector for the potential job roles listed under Progression opportunities through Pearson qualifications, including a customer service apprenticeship, or for a cross-sector job role that involves basic elements of customer service delivery.

Qualification title	Pearson BTEC Level 1 Certificate in Principles of Customer Service (QCF)
QCF Qualification Number (QN)	601/5303/9
Age range that the qualification is approved for	19+
Credit value	13
Guided learning hours	114

Minimum number of credits that must be achieved	13
---	----

**EXAMPLE UNITS**

Unit name	Unit No	Unit Ref No	Level	Credit	GLH
Customer Service Principles	1	M/506/8863	1	3	21
Understanding How to Work in a Customer Service Role	2	T/506/8864	1	3	28
Communicating with Customers	3	A/506/8865	1	2	15
Career Progression	5	F/503/2837	1	2	20
Investigating Rights and Responsibilities at Work	9	K/503/2847	1	1	10
Using a CV and Covering Letter to Apply for a Job	10	J/505/6931	1	2	20

**Unit 1 aim**

This unit will develop learners' knowledge of customer service principles and why they are important to an organisation. Learners will find out about how to meet customer expectations and how standards of presentation and behaviour affect customer satisfaction and expectations. Learners will also learn about current legislative, regulatory and organisational requirements, including the importance of data protection. This unit provides valuable progression opportunities as the knowledge it offers is transferable within a customer service environment and across different sectors.

**Unit 2 aim**

This unit will develop learners' knowledge of working in a customer service role by covering key aspects of customer service with which learners will need to be familiar. Learners will be introduced to the different job roles within a customer service setting and types of behaviours that could mean the difference between good and bad customer service. They will learn about the need to maintain high standards at all times. Teamwork is vital if good customer service is to be achieved and learners will look at how effective teamwork is maintained. Being able to identify customer expectations and knowing how to exceed them is an important feature of this unit, as is the ability to work within organisational policies and procedures to ensure that all customers receive the same high standard experience.

### **Unit 3 aim**

This unit will develop learners' knowledge of how to communicate with customers and how to choose the most appropriate methods of communication for different situations, particularly when giving or receiving information or responding to particular customer requests. Learners will explore how to use a variety of communication methods effectively, including language, tone of voice and body language. They will also learn how to use active listening strategies when dealing with customers to ensure that information given and received is accurate and the correct information is passed on to customers. Learners will consider how to communicate verbally with customers and engage them in conversations in a positive manner, while responding to the different types of request that may come up in different situations.

### **Unit 5 aim**

The aim of this unit is for learners to understand the importance of career progression and develop the skills to plan short-term goals for their own career development based on self-assessment of skills, qualities and experience. Successful career progression requires planning, forethought and clear understanding of your own skills, experiences and circumstances. This unit aims to help learners develop an understanding of what is required of them in order to progress in a career that interests them. Learners will also become familiar with various types of career progression resources and guidance, and the various work or study options they offer. The unit provides an opportunity to consider the importance and benefits of career progression. Learners will also find out about the practicalities of planning a stage in their career development, such as goals and timelines.

### **Unit 9 aim**

The aim of this unit is for learners to develop knowledge of employee rights and responsibilities, employer responsibilities and how the rights of employees are upheld in the workplace. Everyone has the right to work in a healthy and safe environment, the right to be treated fairly and the right to be respected. This unit provides an introduction to the concept by discussing basic rights at work. The laws that have been introduced to protect and support employees will be considered. Learners will be made aware of the laws and how to find out about them if they need further information.

### **Unit 10 aim**

The aim of this unit is to enable learners to develop the knowledge and practical skills needed to be able to write an appropriate and accurate CV and covering letter for a job application. A CV is often the first impression a prospective employer will have of a job applicant and a covering letter is often needed to support a job application. It is, therefore, important that the CV and covering letter are well presented, accurate and appropriate for the job application. In this unit, learners will learn about the purpose of a CV and covering letter and will find out how to gather the relevant information that should be included in both. Learners will examine the importance of references, including the sort of people who would be suitable and those who would not. Learners will have the opportunity to produce a CV and covering letter for a specific job application ensuring that they are appropriate and accurate and clear.