



**Institute of Customer Service**

**National Occupational Standards and S/NVQs at Level 1**

**Approved April 2007**

**S/NVQ Structure and Progression Routes  
for  
Customer Service at Level 1  
April 2007**

**To achieve the Customer Service S/NVQ at Level 1 you must  
achieve 6 Units through a combination of  
5 Mandatory Units  
and 1 out of 2 Optional Units**

<b>Unit Titles and Structure</b>		<b>Position at Level 1</b>	<b>Progression to Level 2</b>
<b>Unit 1</b>	<b>Prepare yourself to deliver good customer service</b>	<b>Mandatory</b>	<b>Yes</b>
<b>Unit 2(a)</b>	<b>Maintain a positive and customer-friendly attitude</b>	<b>Optional</b>	
<b>Unit 2(b)</b>	<b>Adapt your behaviour to make a good customer service impression</b>	<b>Optional</b>	
<b>Unit 3</b>	<b>Communicate effectively with customers</b>	<b>Mandatory</b>	
<b>Unit 4</b>	<b>Do your job in a customer-friendly way</b>	<b>Mandatory</b>	
<b>Unit 5</b>	<b>Provide customer service within the rules</b>	<b>Mandatory</b>	<b>Yes</b>
<b>Unit 6</b>	<b>Recognise and deal with customer queries, requests and problems</b>	<b>Mandatory</b>	<b>Yes</b>

## Unit 1 Prepare yourself to deliver good customer service

This Unit sits within the Customer Service Theme of Customer Service Foundations. This Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you have to work.

### What this unit is about

This unit is all about how your organisation works, what it does and where you fit into that.

You need to know how your organisation works to provide good customer service. This means understanding who does what and being able to explain it to customers or colleagues. It also means you must understand what your role is within the organisation and what is expected of you. Each organisation offers a different package of products and services to its customers so you must understand and be able to explain what yours offers.

To provide good customer service you need to know and understand these things and use that knowledge skillfully.

### Customer Service Standards

When you prepare yourself to deliver good customer service you must consistently:

#### 1.1 Describe the customer service of your organisation to customers and/or colleagues

- 1.1.1 explain what your organisation does and the types of customers it has
- 1.1.2 describe who's who and who does what to provide customer service
- 1.1.3 describe who to go to for information or help when dealing with customer service issues
- 1.1.4 give examples of the kinds of information your colleagues may need from you so that they can give good service to customers
- 1.1.5 give examples of the ways an organisation could build a good reputation and the ways a reputation could be damaged
- 1.1.6 explain why company procedures are important to good customer service

#### 1.2 Describe your organisation's products or services to customers and/or colleagues

- 1.2.1 list your organisation's services or products
- 1.2.2 answer simple customer questions about your organisation's products or services
- 1.2.3 explain why good customer service is important for your organisation
- 1.2.4 explain the effects of providing poor customer service
- 1.2.5 explain how your job is important in providing good customer service
- 1.2.6 explain how you keep information about products or services updated
- 1.2.7 describe how you would know when a new or additional service or product is available

### Knowledge and understanding

To be competent at preparing to deliver customer service you need to know and understand:

- 1a what the organisation does
- 1b what services or products the organisation provides
- 1c what the key features of the organisation's services or products are
- 1d what the key benefits of the organisation's services or products are
- 1e what the structure of the organisation is
- 1f what a customer is
- 1g who the organisation's customers are
- 1h what building an organisation's reputation means
- 1i what can damage an organisation's reputation
- 1j what customer service is
- 1k how customer satisfaction depends on customer expectations and service delivery
- 1l how customer service affects the success of the organisation
- 1m the key customer service requirements of the job
- 1n how company procedures contribute to consistent and reliable customer service
- 1o the kinds of information the organisation keeps about its customers

### Key words and phrases for this unit

- ⇌ what the organisation does

- ⇨ types of customers
- ⇨ know where to find help
- ⇨ give information
- ⇨ receive information
- ⇨ build a reputation
- ⇨ company procedures
- ⇨ services or products
- ⇨ answer questions
- ⇨ good customer service
- ⇨ poor customer service
- ⇨ keep information up to date

## Unit 2(a) - Maintain a positive and customer-friendly attitude

This unit sits within the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation.

### What this unit is about

Your attitude and the way you behave towards customers affects customer satisfaction. Simply following procedures is not enough to provide good customer service. Customers like to deal with organisations whose staff show that they are willing and keen. They like to think that you and your colleagues want to help and you can show this by being friendly and positive and giving them your complete personal attention.

Throughout this unit 'your organisation' means the organisation you work for or the organisation in which you have realistic work experience. 'Your organisation' may refer to the whole of the organisation or the business unit, division or department with which you are involved.

### Customer Service Standards

When you maintain a positive and customer-friendly attitude you must consistently

#### 2(a)1 Show the right attitude for customer service

- 2(a)1.1 speak to customers clearly and put them at their ease
- 2(a)1.2 recognise how customers are feeling and establish a rapport with them
- 2(a)1.3 show customers that you are willing and enthusiastic at all times
- 2(a)1.4 recognise that each customer is different and treat them as an individual
- 2(a)1.5 show customers respect at all times and under any circumstances
- 2(a)1.6 show customers that you can be relied on
- 2(a)1.7 show colleagues respect at all times and under any circumstances
- 2(a)1.8 show colleagues that you can be relied on

#### 2(a)2 Show appropriate and positive behaviours to customers

- 2(a)2.1 recognise and respond when a customer wants or needs attention
- 2(a)2.2 greet customers politely and positively
- 2(a)2.3 focus on your customers and ignore distractions which are not important to them
- 2(a)2.4 react appropriately to situations that are important enough to interrupt your work with your customer
- 2(a)2.5 thank customers for the information they have given or for doing business with your organisation
- 2(a)2.6 help colleagues to provide good customer service

### Knowledge and understanding

To be competent at maintaining a positive and customer-friendly attitude you must know and understand

- 2(a)a the difference between internal and external customers
- 2(a)b signs that a customer gives when seeking attention
- 2(a)c what rapport looks, sounds and feels like
- 2(a)d what unimportant distractions are
- 2(a)e what is important enough to interrupt your work with a customer
- 2(a)f positive and negative body language and facial expressions
- 2(a)g people are different and have different expectations for many reasons such as their age, culture and personality

### Key words and phrases for this unit

- ⇨ internal and external customers
- ⇨ speaking to customers
- ⇨ establishing a rapport
- ⇨ treating customers as individuals
- ⇨ showing respect
- ⇨ being reliable
- ⇨ being polite and positive
- ⇨ reacting appropriately
- ⇨ helping colleagues
- ⇨ understanding distraction and interruption

## Unit 2(b) - Adapt your behaviour to make a good customer service impression

This unit sits within the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation.

### What this unit is about

This unit is all about how your behaviour affects the way your customers see you. Some of your customers expect different things from the service you offer but there are basic acceptable standards of behaviour and attitudes that you need to achieve. Your managers and supervisors also expect you to meet those standards. When you create the right impression and show a positive attitude you reduce the risk of somebody being upset or offended by the way you deal with them.

You may have done jobs where you have had limited contact with customers, be experiencing customer service work for the first time or just starting your first job.

If you have already successfully done full or part-time work dealing directly with customers, this may not be the right unit for you and you should consider the unit - "Maintain a positive and customer-friendly attitude".

Throughout this unit 'your organisation' means the organisation you work for, the organisation in which you have realistic work experience or the real organisation you have chosen to use as an example to provide your evidence. 'Your organisation' may refer to the whole of the organisation or the business unit, division or department with which you are involved.

### Customer Service Standards

When you adapt your behaviour to make a good customer service impression you must consistently

#### 2(b).1 Look and act the part

- 2(b)1.1 dress appropriately for customer service work in the way your organisation expects
- 2(b)1.2 show you are working hard and making efforts to impress customers
- 2(b)1.3 be in the right place at the right time to give a good impression and deliver good customer service
- 2(b)1.4 show good manners when dealing with your customers

#### 2(b).2 Relate to your customers and to colleagues effectively

- 2(b)2.1 explain the benefits of dealing with your customers face to face or by telephone rather than using text, e-mail or writing
- 2(b)2.2 talk clearly to customers using words that they can understand
- 2(b)2.3 talk to customers without using language that they would consider to be bad
- 2(b)2.4 show a willing and friendly attitude when dealing with your customers without being over-familiar.
- 2(b)2.5 help and cooperate with colleagues to give good service to customers

### Knowledge and understanding

To be competent at adapting your behaviour to give a good customer service impression you must know and understand

- 2(b)a how the way you dress affects the way that your customers react to the service you provide
- 2(b)b how your organisation expects you to dress and why your customers may see particular types of dress as inappropriate
- 2(b)c why it is important for customers to feel that you are working hard to give them an excellent service
- 2(b)d why good timekeeping and making sure you are where you are expected to be is important to giving excellent customer service
- 2(b)e what behaviour is considered by most customers to be "good manners" and what is considered to be "bad manners" or rudeness
- 2(b)f what customers and colleagues might consider to be bad language and why it may offend people
- 2(b)g why customers feel better about the service they receive if you have a willing and friendly attitude
- 2(b)h how to behave so that you appear to be willing and friendly with customers without being over-familiar.
- 2(b)i what you can do to cooperate with colleagues in giving customer service and why that might be helpful
- 2(b)j people are different and have different expectations for many reasons such as their age, culture and personality

### Key words and phrases for this unit

- dress and behaviour
- attitudes
- impression formation
- manners
- language
- willingness
- inappropriate behaviour
- co-operating
- good timekeeping

## Unit 3 - Communicate effectively with customers

This unit sits within the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation.

### What this unit is about

To provide good customer service you need to understand what your customers want and how they feel. This means that you need to share information with them and listen carefully to them. Your customers need to understand what you are telling them and what you are able to do for them. Communication is an essential skill for delivering good customer service.

Throughout this unit 'your organisation' means the organisation you work for or the organisation in which you have realistic work experience. 'Your organisation' may refer to the whole of the organisation or to the business unit, division or department with which you are involved.

### Customer Service Standards

When you communicate effectively with customers you must consistently

#### 3.1 Communicate effectively with customers

- 3.1.1 listen actively to what customers are saying
- 3.1.2 identify the most important things that customers are telling you
- 3.1.3 respond appropriately to what customers are telling you
- 3.1.4 check that you understand what customers are telling you and make sure it is really what they mean
- 3.1.5 summarise information for customers
- 3.1.6 explain in a way that is clear and does not cause offence when you cannot help a customer
- 3.1.7 use appropriate body language when communicating with customers
- 3.1.8 deal with customers in a respectful, helpful and professional way at all times
- 3.1.9 help to give good customer service by passing messages to colleagues

### Knowledge and understanding

To be competent at communicating effectively with customers you must know and understand:

- 3a the difference between hearing and listening
- 3b how to listen effectively
- 3c how to read both positive and negative body language
- 3d how to use body language effectively
- 3e how to use questions to check that you understand what customers are telling you
- 3f the difference between negative and positive language
- 3g how to summarise
- 3h why it is important to speak clearly
- 3i why it is important to use words your customer will understand
- 3j how to communicate with customers who have language, dialect or accents that are different from yours
- 3k why the way you say things and your tone of voice affect the way your customer experiences your customer service
- 3l what information is helpful to pass on in messages to colleagues so that customers receive good service

### Key words and phrases for this unit

- ⇨ communicating
- ⇨ listening
- ⇨ checking understanding
- ⇨ summarising and passing on information
- ⇨ body language
- ⇨ showing respect
- ⇨ passing messages
- ⇨ questioning techniques
- ⇨ summarising
- ⇨ speaking clearly
- ⇨ tone of voice
- ⇨ passing on information

## Unit 4 - Do your job in a customer-friendly way

This unit sits within the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery

### What this unit is about

The customer service your organisation gives is affected by the way you do your job. Whatever job you are doing, customers expect you to do it properly. They also expect you to consider their wishes and feelings while you are doing it.

This Unit covers how you do your job with your customer in mind. It will help you to understand the parts of your job that are most important to good customer service.

Throughout this unit 'your organisation' means the organisation you work for or the organisation in which you have realistic work experience. 'Your organisation' may refer to the whole of the organisation or the business unit, division or department with which you are involved.

### Customer Service Standards

When you do your job in a customer-friendly way you must consistently

#### 4.1 Do your job in a customer-friendly way

- 4.1.1 make a good first impression
- 4.1.2 follow the dress code of your organisation and present the right personal image to your customers
- 4.1.3 do the tasks that make up your job correctly and in a way that shows you know what your customers expect and what your organisation offers
- 4.1.4 show consideration to customers when carrying out the tasks required in your job
- 4.1.5 respond willingly to routine requests and questions from customers and recognise when to pass a request on to an appropriate colleague
- 4.1.6 share information with customers about how delivery of the service or product is going
- 4.1.7 work flexibly to help individual customers without reducing the level of service you give to others
- 4.1.8 share information with colleagues when they need it to provide good customer service

### Knowledge and understanding

To be competent at doing your job in a customer-friendly way you must know and understand

- 4a your organisation's dress code
- 4b how to do the tasks that make up your job
- 4c how long parts of the job take to do and how this may affect your customers
- 4d how to do your own work in an organised way
- 4e what your customers expect of you and your work
- 4f the service offer that your organisation makes in your area of work and how that affects the way you do things
- 4g what you are allowed to do and not allowed to do for customers
- 4h how to do your job in a way that is healthy and safe for you, your customers and your colleagues

### Key words and phrases for this unit

- ⇌ first impressions
- ⇌ personal image
- ⇌ carrying out tasks
- ⇌ share information
- ⇌ working flexibly
- ⇌ routine requests
- ⇌ passing on information
- ⇌ organising work
- ⇌ the service offer
- ⇌ individual responsibilities
- ⇌ health and safety

## Unit 5 – Provide customer service within the rules

This Unit sits within the Customer Service Theme of Customer Service Foundations. This Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you have to work.

### What this unit is about

There are rules in organisations that limit what you can and cannot do for customers. Some rules are set by your organisation and some are defined by law and apply to everybody's jobs. Other rules are set by regulations that apply to particular industries. You need to know your organisation's rules and procedures and how these limit what you can do for customers. You also need to be aware of the wider laws and regulations which are set outside of your organisation and how they apply to you and your job.

### Customer Service Standards

When you provide customer service within the rules you must consistently:

#### 5.1 Follow organisation procedures

- 5.1.1. follow organisational procedures and instructions in a willing and helpful way
- 5.1.2. recognise the limits of what you are allowed to do
- 5.1.3. refer to somebody in authority when you need to
- 5.1.4. work in a way that protects the security of customers and their property

#### 5.2 Follow external regulation and legislation

- 5.2.1 work in a way that is safe for your customers and your colleagues
- 5.2.2 respect confidentiality relating to customers and the organisation
- 5.2.3 work in a way that shows you are aware of the areas of your job that are covered by law and the things you must not do
- 5.2.4 work in a way that shows you are aware of the main regulations that apply to your job and the things you must not do

### Knowledge and understanding

People competent at providing customer service within the rules know and understand:

- 5a organisational procedures that relate to your job
- 5b limits of what you are allowed to do
- 5c what might endanger customers or their property
- 5d what health and safety risks and hazards might be faced by your customers
- 5e why it is important to respect customer and organisation confidentiality
- 5f the main regulations that apply to your job
- 5g the main things you must do and not do in your job under laws covering:
  - equal opportunities
  - disability discrimination
  - data protection
  - health and safety
  - employment responsibility and rights
  - consumer protection
- 5h the security arrangements of your organisation and how they apply to your job role

### Key words and phrases for this unit

- ⇌ organisational procedures
- ⇌ recognise limitations
- ⇌ refer on
- ⇌ follow external regulations
- ⇌ follow external legislation
- ⇌ work safely
- ⇌ respect confidentiality
- ⇌ awareness of security

## Unit 6 Recognise and deal with customer queries, requests and problems

This unit sits within the Customer Service Theme of Handling Problems. This Theme covers the behaviours, processes and approaches that are most effective when handling customer service problems.

### What this unit is about

Providing service to customers generally involves routine jobs that you do so it is important to add that 'personal touch' that makes each customer feel special. Sometimes customers ask different questions and request special treatment. You may be able to help them yourself and you certainly need to know who to ask for help if necessary. Some customers may be dissatisfied with the service and may present a problem. Your job is to recognise that there is a problem and make sure that the appropriate person deals with it.

### Customer service standard

When you recognise and deal with customer queries, requests and problems you must consistently:

#### 6.1 Recognise and deal with customer queries and requests

- 6.1.1 deal with queries and requests from customers in a positive and professional way
- 6.1.2 seek information or help from a colleague if you cannot answer your customer's query or request
- 6.1.3 obtain help from a colleague if you are not able to deal with your customer's request
- 6.1.4 always tell your customer what is happening

#### 6.2 Recognise and deal with customer problems

- 6.2.1 recognise when something is a problem from the customer's point of view
- 6.2.2 do not say or do anything which may make the problem worse
- 6.2.3 deal with a difficult customer calmly and confidently
- 6.2.4 recognise when to pass a problem on to an appropriate colleague
- 6.2.5 pass the problem on to your colleague with the appropriate information
- 6.2.6 check that the customer knows what is happening
- 6.2.7 check that your colleague is dealing with the situation

### Knowledge and understanding

To be competent at recognising and dealing with customer queries, requests and problems you must know and understand:

- 6a who in the organisation is able to give help and information
- 6b limits of what they are allowed to do
- 6c what professional behaviour is
- 6d how to speak to people who are dissatisfied
- 6e how to deal with difficult people
- 6g what customers normally expect
- 6h how to recognise a problem from what a customer says or does
- 6i what kinds of behaviours/actions would make situations worse
- 6j the organisational procedures you must follow when you deal with problems or complaints
- 6k the types of behaviour that make a problem worse

### Key words and phrases for this unit

- ⇨ personal touch
- ⇨ recognise problems
- ⇨ deal with queries
- ⇨ deal with requests
- ⇨ obtain help
- ⇨ pass on a problem
- ⇨ check understanding
- ⇨ follow through