Statement of Purpose

Name of Regulated Qualification: BIIAB Level 2 Certificate in Principles of Customer Service (QCF)

Level: 2

Ofqual Qualification Accreditation Number: 601/7253/8

Minimum credits (Size): 15

Overview

What is the main (primary) purpose of this qualification?

• To enable you to progress to the next level of vocational learning

What other purposes does the qualification serve?

• To enable you to develop knowledge within customer service

What job role will it help me enter?

This qualification will help you to develop the knowledge needed for providing Customer Service at an operative level. This qualification is relevant for either those who are currently employed, or are looking to become employed. However, only subsequent achievement of the BIIAB Level 2 Diploma in Customer Service (QCF) 601/3734/4, (or equivalent) which this qualification will aid your progression to, will be a considered a recognition of full occupational competence at this level.

Examples of relevant job roles include:

• Customer Service Assistant

What is the minimum and maximum amount of learning that directly relates to a Customer Service role?

• All of the 15 credits contained within this qualification relate directly to a customer service role (1 credit is roughly equivalent to 10 hours of learning time).
• The qualification requires you to undertake 3 different areas of learning (known as units). As the qualification is made from entirely customer service units, all of the units will relate to the customer care sector.
Who is it for?

This qualification is for learners who want to work within a customer service role, but need to learn key principles to aid their progression onto the full occupation qualification in this area.

How will the qualification meet its purpose?

This qualification has been designed to allow you to learn and develop the knowledge required in this area and to progress onto a full occupational qualification or a qualification at a higher level. The qualification also provides you with an overview of the core concepts vital to customer service roles.

Is this qualification at the right level for me?

You should do a qualification at this level (Level 2) if you feel that you are ready to use skills, knowledge and understanding to complete routine tasks with some autonomy, some of which may not be familiar to you, and you feel you are ready to take responsibility for your work. You should also have the ability to address problems.

If you feel that you are able to do some of the above but not all (eg perhaps you feel that you need supervision, and may not be ready to deal with problems yourself) you should consider undertaking a Level 1 qualification.

If you feel that this may be too easy for you (eg perhaps you already supervise other team members), you could look to do a higher level qualification such as the BIIAB Level 3 Certificate in Customer Service (QCF) 601/6883/3.

Is this qualification in an apprenticeship?

No, this qualification does not appear in an apprenticeship.

How long will this qualification take me?

The qualification requires 135 Guided Learning Hours (the number of hours where you will be given guidance, usually by a tutor, in order to achieve the outcomes) and approximately 150 hours in total (1 credit is roughly equivalent to 10 hours of learning time). Some people learn more quickly or are more experienced than others so it may take you more or less time than 150 hours to achieve this qualification.
Is this the right qualification in this subject area for me?

You should undertake this qualification if you want to gain the knowledge required to perform a role with the customer care industry. This qualification also allows learners who are not ready to enter the workforce to obtain knowledge and skills which can then, upon achievement, be applied while undertaking a full Occupational qualification (eg BIIAB Level 2 Diploma in Customer Service (QCF) 601/3734/4).

Is this the right size qualification for me?

- You should do this Certificate sized qualification if you are prepared to undertake 185 hours of guided learning (the number of hours where you will be given guidance, usually by a tutor, in order to achieve the outcomes)
- If you feel this is too much at this time, you could consider focusing on selecting units from this qualification instead.
- If you want to undertake a qualification of greater length and breadth you may wish to consider the BIIAB Level 2 Diploma in Customer Service (QCF) 601/3734/4, but you will need to be in employment to undertake this.

Are there any requirements to do this qualification?

- You would need a desire to work within customer service
- You should have the ability to achieve the qualification (after learning and training).

At what age can I take this qualification?

This qualification is suitable for learners who are:

- Pre 16
- 16-18
- 19+.

What does this qualification cover?

Overall: Knowledge and understanding of working within a customer service environment

Mandatory units: You will be assessed on the following area:

- Understanding the organisation
- Prepare to deliver excellent customer service
- Communication in the customer service role

Framework

This qualification is accredited on the Qualifications and Credit Framework (QCF).
What could this qualification lead to?

This qualification shows you have gained Level 2 knowledge about providing customer service.

Upon completion, you can use your knowledge to undertake a full Occupational qualification (e.g., BIIAB Level 2 Diploma in Customer Service (QCF) 601/3734/4) which is recognised as the main qualification indicating competence at this level in this subject area.

If, upon completion, you wish to focus upon obtaining more knowledge at a higher level, you could progress to the following qualification:

- BIIAB Level 3 Certificate in Customer Service (QCF) 601/6883/3

This qualification is designed for those who already possess the knowledge and understanding of customer service, but who may be new to supervisory roles or looking for personal development.

Who supports this qualification?

This qualification is supported for SFA funding by a number of training providers including:

- JTJ Workplace Solutions
- Creating Careers
- Team Enterprises Limited.

These letters of support are available [here](#).

The Regulation of this qualification was supported by training providers:

- DABD(UK)
- Quest Training South East Ltd

**Official Regulated Purpose (for centre use):**

**Ofqual Purpose** B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area

**Ofqual Sub Purpose** B2. Develop knowledge and/or skills in a subject area