

**5530**

**City&  
Guilds**  
Believe you can

**BUSINESS SKILLS**

# **CUSTOMER SERVICE**

**QUALIFICATION FACTSHEET**



# BUSINESS SKILLS

## LEVEL 2 & 3 DIPLOMAS AND LEVEL 4 NVQ DIPLOMA IN CUSTOMER SERVICE

| QCF Qualification                       | Credit | Fundable | GLH       | QAN        | City & Guilds number |
|---|--------|----------|-----------|------------|----------------------|
| Level 2 Diploma in Customer Service     | 45     | Yes      | 254 - 305 | 601/3562/1 | 5530-02              |
| Level 3 Diploma in Customer Service     | 55     | Yes      | 298 - 363 | 601/3564/5 | 5530-03              |
| Level 4 NVQ Diploma in Customer Service | 50     | Yes      | 179 - 299 | 601/3540/2 | 5530-04              |

| Qualification aim  | Qualification levels and definition  | Progression routes   |
|--|--|--|
| <p>Providing a variety of progression routes, these qualifications are aimed at those keen to develop their understanding of customer service through to those who set and implement the customer service strategy for an organisation.</p> <p>These qualifications will appeal to workers and employers in many industries, including contact centres, tourism and hospitality, retail, financial services and local government.</p> <p>The Level 2 and 3 Diplomas are "hybrid" qualifications that combine both knowledge and competence (skills) units, whilst the Level 4 NVQ Diploma is competence based.</p> | <p>Level 2 aims to develop the learner's knowledge of and practical skills for effective customer service in any industry.</p> <p>Level 3 learners will focus on developing their understanding of how customer service delivery affects customer expectations and how the customer service process can be improved through customer feedback and effective teamwork. The focus on organisational strategy at Level 4 caters for those in a managerial role.</p> | <p>On completion learners will gain the skills and knowledge required to progress to a wide range of customer service roles across many employment sectors or alternatively onto the subsequent qualification level. Additionally, the qualifications are required components within the Customer Service apprenticeship frameworks.</p> <p>In addition, we also have a number of Higher Level qualifications offered through the Institute of Leadership and Management (ILM). <a href="http://www.i-l-m.com">www.i-l-m.com</a></p> |

|            | Key features   | Key benefits   |
|------------|--|--|
| Structure  | Learners must complete all mandatory units, including those covering the essentials of customer service and communication, plus a minimum number of credits from the optional units.         | <p>A wide range of optional units allows you to tailor content to suit learners' individual needs, whilst meeting the occupational requirements of the industry.</p> <p>Optional units include those in IT, management and leadership, sales and business administration.</p>  |
| Assessment | Mandatory knowledge units are assessed on-demand through the City & Guilds e-assessment platform e-volve. The competence or skills-based units are assessed through a portfolio of evidence. | e-volve is designed to cut the time spent marking and reduces your paperwork. The on-demand assessment is flexible and improves success rates as candidates only complete when they are ready.   |
| Support    | Our support resources include: a free Qualification Handbook, online tutor and learner support via SmartScreen, our e-portfolio Learning Assistant and personal support.                     | <p>SmartScreen helps tutors save time planning and supports learners in order to drive greater quality and better success rates.</p> <p>Learning Assistant helps save time and money by increasing learner completion rates by up to 40% over paper delivery.</p> <p>Personal support is available from the largest team of subject specific Quality Consultants, our Customer Relations Team and dedicated Business Managers.</p> |

| Reasons to choose City & Guilds           |   |
|---|---|
| Widest range and choice of qualifications | We are the market-leading awarding organisation for vocational qualifications. Learners can progress to and from the Customer Services suite to a wide variety of industry standard qualifications from City & Guilds.    |
| Industry expertise                        | We have worked in partnership with training providers, industry experts and employers to ensure that our qualifications provide relevant, work-ready training.  |
| Recognised by employers                   | Our qualifications are trusted and valued by experts and employers alike across industry. This helps providers engage with employers and allows learners to gain the skills and training needed to succeed in employment. |

For more information call +44 (0) 844 543 0000

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