

OCN LONDON

QUALIFICATION GUIDE

OCNLR Level 1 Certificate in Customer Service



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OCNLR Level 1 Certificate in Customer Service
Qualification No: 601/4404/X

OCN London aims to support learning and widening opportunities by recognising achievement through credit-based courses and qualifications, promoting high standards of excellence and inclusiveness.

We are proud of our long-term role and unique history in providing, innovative learning solutions for a wide range of learners and particularly those who have not previously benefitted from education.

At the heart of what OCN London offers is:

- A commitment to inclusive credit-based learning;
- The creative use of credit with responsive, demand-led qualification development;
- High quality service and support;
- Respect for and encouragement of diversity – in learners and learning approaches, partners and settings;
- The development of people, capacity and resources that will ensure effective business partnerships.

To navigate within this Qualification Guide

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General Information

This qualification guide contains details of everything you need to know about the [OCNLR Level 1 Certificate in Customer Service](#). It makes reference to the curriculum areas covered, identifies the learners for whom the qualification has been developed and specifies the rules of combination for achievement of the qualification. The guide also covers any important aspects of assessment and moderation that are particular to this qualification. The guide should be used by all of those involved in the delivery and assessment of the qualification.

The Curriculum and Relationship Development Manager (CRDM) for your Centre will provide support and advice on how to seek approval to offer this qualification. Please contact the main switchboard for the name of your CRDM if you do not already know it. If you are not yet an OCN London Approved Centre but wish to use this qualification, then please contact the administrative team at OCN London for details of the Centre Approval application process.

Qualification Overview

The [OCNLR Level 1 Certificate in Customer Service](#) has been designed to prepare learners for a career in customer service. The qualification has been developed with and supported by Skills CFA, a registered charity promoting skills and qualifications in the workplace and is based on the National Occupational Standards (NOS) in Customer Service.

The [OCNLR Level 1 Certificate in Customer Service](#) is regulated by Ofqual, the qualifications regulator for England, and is registered on the Regulated Qualifications Framework (RQF).

Qualification details

The OCNLR qualifications in Customer Service can be achieved at Level 1 and Level 2. For further information about the [OCNLR Level 2 Diploma in Customer Service](#), please see the OCN London website and the associated Qualification Guide.

OCNLR Level 1 Certificate in Customer Service

- Qualification Number: 601/4404/X
- Qualification credit value: 23
- Operational start date: 1st October 2014
- Review date: 31st August 2019
- Guided Learning Hours (GLH): 143-178
- Total Qualification Time (TQT): 230
- Assessment requirements: Internally assessed, internally and externally moderated

Purpose of the qualification

The [OCNLR Level 1 Certificate in Customer Service](#) aims to introduce the skills and knowledge required for communicating with customers and providing effective customer service in a variety of contexts. Learners will cover areas such as:

- Communication skills;
- Handling queries and problems;
- Using the telephone;
- Personal performance and development;

plus other relevant knowledge suitable for effectiveness in basic customer service roles.

The qualification will prepare learners for further learning at higher levels and also for employment in introductory roles in a customer service environment.

Who the qualification is for

The [OCNLR Level 1 Certificate in Customer Service](#) is for:

- Learners currently working in a customer service role studying for career progression;
- Learners pursuing a career change and studying in preparation for employment;

- Young learners who have just left school or college and wish to embark upon a career in customer service;
- Adult learners returning to work after unemployment.

Entry guidance

This qualification is suitable for learners of all ages. However, Centres must determine the suitability of units when delivering the qualification to learners aged pre-16.

Progression and related qualifications

There are progression routes for learners in both employment and further learning.

On successful completion of the [OCNLR Level 1 Certificate in Customer Service](#), learners may progress to Level 2 qualifications in customer service designed to build upon the basic skills and knowledge gained from this qualification. By progressing to the [OCNLR Level 2 Diploma in Customer Service](#), learners would be able to specialise further within the sector, with an opportunity to focus upon specific customer service environments. The Level 2 Diploma also provides the competence component of the Level 2 Intermediate Apprenticeship in Customer Service.

Learners may also progress to:

- [OCNLR Level 2 Diploma in Business Administration](#)
- [OCNLR Level 2 Certificate in Principles of Customer Service](#)

Progression may also be to employment within the sector in jobs such as:

- Customer service assistant;
- Telesales operative;
- Help Desk Assistant;
- Call Centre Advisor.

Structure of the Qualification

Rules of combination for achievement

To achieve the **OCNLR Level 1 Certificate in Customer Service** learners must complete 23 credits in total.

- 14 credits must be taken from Mandatory Group A;
- Plus a minimum of 6 credits must be taken from Optional Group B;
- A maximum of 3 credits may be taken from Optional Group C.

Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory Group A					
L/506/2083	BA3/1/LQ/004	Understand working in a customer service environment	1	3	25
Y/506/2085	BA3/1/LQ/005	Communication in customer service	1	2	14
L/506/1791	AF4/1/LQ/005	Principles of personal performance and development	1	3	30
R/506/1792	AA4/1/LQ/003	Principles of working in a business environment	1	4	25
Y/506/1793	AA4/1/LQ/004	Work with others in a business environment	1	2	18
Optional Group B					
A/506/2094	BA3/1/LQ/006	Record details of customer service problems	1	3	14
A/506/2113	AF4/1/LQ/006	Deal with customer queries, requests and problems	1	3	11
T/506/2126	BA3/2/LQ/003	Communicate with customers in writing	2	3	20
H/506/2154	BA3/2/LQ/004	Deal with incoming telephone calls from customers	2	3	16
K/506/2155	BA3/2/LQ/005	Make telephone calls to customers	2	3	16
R/506/2134	AY5/2/LQ/007	Process information about customers	2	3	14

Optional Group C					
H/506/1795	AF2/1/LQ/005	Manage time and workload	1	1	10
A/506/1799	AA3/1/LQ/001	Meet and welcome visitors in a business environment	1	2	20
F/503/0392	AM2/1/LQ/001	Contribute to sales activities in a contact centre	1	3	6
F/503/0361	AM2/1/LQ/002	Use specific features of contact centre systems and technology	1	3	12
T/505/4673	PL7/2/LQ/002	Health and Safety Procedures in the Workplace	2	2	16
M/502/8587	BE2/2/LQ/001	Processing sales orders	2	2	17
R/502/8601	BA3/2/LQ/006	Meeting customers' after sales needs	2	3	14

Assessment and Moderation

Assessment process

The assessment process for this qualification is as follows:

- The learners are assessed through activities that are internally set by tutor assessors;
- The activities must be designed to enable learners to meet the assessment criteria of the unit;
- Learners' portfolios of assessed evidence must be internally moderated at the Centre;
- The portfolios of assessed evidence will be externally moderated by an OCN London External Moderator.

There is no additional external assessment for this qualification.

Devising assessments

Each unit has a supplementary page with information on the types of assessment activities that *can* (indicated as 'Optional' or 'O') and/or *must* (indicated as 'Prescribed' or 'P') be used to assess learners against the unit. Tutor assessors must always refer to this page before devising assessment tasks.

OCN London assessment guidance relevant to the units in this qualification is in the 'OCNLR Assessment Guidance and Ofqual Level Descriptors' section of this qualification guide. The guidance includes a general description of the activity and the type of evidence that is appropriate. The activity or activities set must enable the learners to meet the standards detailed in the assessment criteria. Please contact OCN London for further guidance on devising appropriate assessments.

Centre devised assessments should be scrutinised by the Internal Moderator before use to ensure that they are fit for purpose. Centre devised assessments will be scrutinised by the External Moderator to ensure reliability and validity of assessment.

Marking assessment activities

Each activity must be marked against the identified assessment criteria in the unit and judged to be either achieved or not achieved.

Assessors need to ensure that the work in a learner's portfolio is:

- Authentic – it is the result of the learner's own performance or activity;
- Sufficient – enabling the assessor to make a consistent and reliable judgement;
- Adequate – appropriate to the level.

Where a series of activities are set, learners must demonstrate the achievement of the required standard identified in the assessment criteria in all activities. All of the assessment criteria in a unit must be met before the unit is deemed achieved.

The unit achievement is not graded. Units are either achieved or not achieved.

Standardisation

Standardisation is a process that promotes consistency in the understanding and application of standards in relation to assessment. It:

- Compares assessment judgements from different assessors
- Promotes consistent judgements by different assessors;
- Identifies good practice in assessment;
- Promotes the sharing of good practice in assessment between Centre staff.

Standardisation events should be held periodically within centres to ensure consistent and effective assessment practice. Standardisation events may also be held by OCN London and it is a requirement that each Centre offering units from the qualification must contribute assessment materials and learners' evidence for standardisation, if requested.

OCN London will notify Centres of the required sample for standardisation purposes and assessment materials, learners' evidence and tutor feedback may be collected by External Moderators.

Learners with particular requirements

If learners have particular requirements the Centre should refer to the 'Access to Fair Assessment Policy and Procedure' which can be found on our website at: [Access to Fair Assessment Policy and Procedure](#) and gives clear guidance on the reasonable adjustments and arrangements that can be made to take account of disability or learning difficulty, without compromising the achievement of the assessment criteria.

Requirements for assessors

Assessors of the qualification are expected to be:

Sufficiently competent

In addition to being qualified to make assessment decisions, each assessor must be capable of carrying out the full requirements within the competency of the units they are assessing. This competence should be maintained annually through clearly demonstrable continuing learning and professional development.

Expert witnesses can be used where they have suitable expertise for specialist areas. The use of expert witnesses should be determined and agreed by the assessor.

Sufficiently knowledgeable

Each assessor should possess relevant knowledge and understanding of the subject and so be able to make robust and reliable assessment decisions in relation to the subject.

OCNLR Assessment Guidance and Ofqual Level Descriptors

For OCN London's Assessment Guidance and Ofqual's Level Descriptors relevant to this qualification, please click on the links below.

[Level 1 Assessment Guidance and Ofqual's Level Descriptors](#)

[Level 2 Assessment Guidance and Ofqual's Level Descriptors](#)

About OCN London

OCN London is a well-established national awarding organisation with over 25 years' experience in accrediting learning. We are a not-for-profit organisation with charitable status, dedicated to widening participation in learning and training, social inclusion and employability. We are also a market leader in the recognition of achievement through credit-based units and qualifications. Based in London, we work with Centres both across the UK and abroad, offering national qualifications and accredited programmes.

Our mission is to provide opportunities for people from across society to benefit from learning, particularly those who have not previously benefitted from education.

Why work with us?

- We are agile and responsive. This means you will get a personal service with direct access to a named contact and a quick turnaround.
- We pride ourselves on our close relationships with Centres. The people we work with see us as a trusted partner, not just a supplier.
- We want to help you get the best from your learners and employees.
- We have a reputation for high quality. The OCN London brand carries national recognition and kudos.
- We are flexible and recognise the importance of accommodating the needs of different learners and different learning styles.
- We offer exceptional value for money. Just ask the people we work with.
- We are committed to the belief that learning can change lives.

OCN London is regulated by Ofqual and the Quality Assurance Agency for Higher Education.

If you would like to deliver any of these qualifications please contact our Curriculum Development Team on **020 7689 5867**.

For further information call 020 7278 5511. E: enquiries@ocnlondon.org.uk

Or visit our website: www.ocnlondon.org.uk