4430 NVQs in Customer Service

Comparison document for Customer Service 4430 Framework 2010 units against the 4543 NVQ units

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This document sets out to identify the key differences between new 4430 2010 Framework NVQ units against the 2009 units (4543)

General changes

- All units now comprise
  - o Learning outcomes
  - o Assessment criteria
- Underpinning knowledge is now embedded within the learning outcomes and assessment criteria.
- Evidence requirements are detailed with each individual unit within the qualification handbook

New 4430 unit	Previous 4543 unit	Title	Credit Value	Level of difference	Detail of differences
Customer Service Foundations					
101	101	Communicate using customer service language	4	Minor	• additional outcome centered around communicating using customer service language • now requires the candidate to demonstrate some competence alongside the knowledge.
201	105	Follow the rules to deliver customer service	4	Minor	• Within the first learning outcome candidates will follow the organisation's service practices as well as procedures. This was originally the second learning outcome which is now about following rules to deliver customer service. • requires the candidate to demonstrate competence alongside the knowledge
301	301	Demonstrate understanding of customer service	6	Minor	• Title change • Little difference in content. • candidate will be expected to demonstrate competence alongside the knowledge

302	302	Demonstrate understanding of the rules that impact on improvements in customer service	6	Minor	• wording in the title is different • Content still concentrates around rules and procedures. • Candidates will be expected to demonstrate competence alongside the knowledge evidence being assessed.
401	New	Demonstrate understanding of customer service management	10	NEW	• A new unit • Concentrates on the candidate's management responsibilities.
402	New	Follow organisational rules, legislation and external regulations when managing customer service	10	NEW	• A new unit allowing the candidate to demonstrate their managerial skills and knowledge.

Impression and Image

102	102	Maintain a positive and customer-friendly attitude	5	Minor	• This unit has been split into two from the previous unit 102. • Outcome 1 'show the right attitude for customer service' concentrates on attitude. • The emphasis within this unit is on attitude.
103	107	Adapt your behavior to give a good customer service impression	5	Minor	• The second outcome 'show appropriate and positive behavior to customers' from previous unit 102 has been made into a unit in its' own right. • 3 unit concentrates on reviewing behavior and how to adapt it in different circumstances.
202	103	Communicate effectively with customers	5	Minor	• An additional learning outcome, which looks at identifying different communication techniques i.e. listening and hearing, positive and negative body language. • This was previously a Level 1 unit
203	201	Give customers a positive impression of yourself and your organisation	5	Minor	• Slight re-wording has taken place but the majority of the content remains the same.
204	202	Promote additional services or products to customers	6	Minor	• This unit remains virtually the same with additional learning outcome.
205	203	Process information about customers	5	Minor	• This unit remains virtually the same with additional learning outcome.
206	204	Live up to the customer service promise	6	Minor	• This unit remains virtually the same with the additional learning outcome.
207	205	Make customer service	6	Minor	• Title and 2 outcomes remain the same with slight difference in

		personal			some wording.
208	206	Go the extra mile in customer service	6	Minor	• Title and majority of content the same. • Slight difference in some wording only.
209	208	Deal with customers face to face	5	Minor	• Title and content almost the same. • Some slight difference in wording.
210	209	Deal with incoming telephone calls from customers	5	Minor	• Title has changed to 'incoming' calls. • The second learning outcome is about establishing rapport.
211	209	Make telephone calls to customers	6	Minor	• Originally part of the 'Deal with Customers' by Telephone; this unit expands more on making calls to customers.
303	207	Deal with customers in writing or electronically	6	Minor	• Main heading the same, learning outcome headings shows the word electronic rather than ICT. • Previously a level 2 unit, now a level 3.
304	303	Use customer service as a competitive tool	8	Minor	• This unit now has 3 learning outcomes. Content remains the same.
305	304	Organise the promotion of additional services or products to customers	7	No Change	• This unit now has 4 learning outcomes. Content remains the same.
306	New	Build a customer service knowledge set	7	New	• This is a new unit which concentrates on obtaining sufficient information about customers to be able to deal with any queries or requests.
403	401	Champion customer service	10	Minor	• Very minor changes in wording. • Content remains virtually the same.
404	New	Make customer service environmentally friendly and sustainable	11	New	• This is a new unit, which looks at the environment within the customer service experience.

Delivery

104	104	Do your job in a customer-friendly way	5	Minor	• In the main language is simpler to understand for the candidate, the content remains very much the same.
212	210	Deliver reliable customer service	5	Minot	• This unit now has 3 learning outcomes, the third concentrates on how to recognise and deal with the requests and/or problems.
213	211	Deliver customer service on your customer's premises	5	Minor	• Main title unchanged. Second learning outcome has a slight change in title with very little change within the content.

214	212	Recognise diversity when delivering customer service	5	Minor	• Main title unchanged. • First learning outcome heading talks about respect customers rather than use reasonable assumptions.
215	New	Deal with customers across a language divide	8	New	• This is a new unit which enables candidates to recognise and prepare to deal with customers where English may not be their first language.
216	New	Use questioning techniques when delivering customer service	4	New	• This is a new unit to prepare candidates to gain the skills and techniques used when seeking information from customers.
217	New	Deal with customers using bespoke software	5	New	• This is a new unit for candidates who work with ICT and specialist software.
218	New	Maintain customer service through effective hand over	4	New	• This is a new unit, which allows candidates to demonstrate how they work with colleagues and/or a team.
307	305	Deliver customer service using service partnerships	6	Minor	• Very little change, main content the same with minor criteria re-worded.
308	306	Organise the delivery of reliable customer service	6	None	• Unit remains the same.
309	307	Improve the customer relationship	7	Minor	• Very minor word changes.
405	402	Maintain and develop a healthy and safe customer service environment	8	None	• No change in content.
406	403	Plan, organise and control customer service operations	10	None	• No change in content.
407		Review the quality of customer service	8	Minor	• Title change from 'Evaluate the quality of customer service' to 'Review the quality of customer service'. • Content remains the same.
408	405	Build and maintain effective customer relations	8	Minor	• Title change from 'Build and maintain effective customer service' to 'Build and maintain effective customer relations'.
409	New	Deliver seamless customer service with a team	8	New	• This is a new unit, which looks at service partners including colleagues who will be involved in a seamless service.
Handling Problems					
105	106	Recognise and deal with customer queries, requests and problems	5	Minor	• This unit now has 3 learning outcomes, the third concentrates on how to recognise and deal with queries, requests and problems.

106	New	Take details of customer service problems	4	New	• This is a new unit, which allows a candidate to demonstrate how they can respond to customers who raise a problem, gather their details passing them onto a colleague who will deal with the problem.
219	213	Resolve customer service problems	6	Minor	• Main title remains the same. • One additional learning outcome.
220	New	Deliver customer service to difficult customers	6	New	• This is a new unit, which looks at the skills required when facing difficult customers.
310	308	Monitor and solve customer service problems	6		• No changes in content.
311	309	Apply risk assessment to customer service	10	Minor	• No changes in content – minor word change from identify to explain.
312	310	Process customer service complaints	6		• No changes in content. • The unit now has 3 learning outcomes with 23 assessment criteria.
410	406	Handle referred customer complaints	10	Minor	• No change in content.
Development and Improvement					
221	214	Develop customer relationships	6	Minor	• Minor word differences only throughout.
222	215	Support customer service improvements	5	Minor	• Content remains the same. • One additional learning outcome.
223	216	Develop personal performance through delivering customer service	6	Minor	• Content remains the same. • One additional learning outcome.
224	New	Support customers using on-line customer services	5	New	• This is a new unit, which enables the candidate to achieve the skills to support on-line services with their customers.
225	New	Buddy a colleague to develop their customer service skills	5	New	• This is a new unit allowing candidates with appropriate skills and knowledge to support and assist colleagues working alongside them.
226	New	Develop your own customer service skills through self-study	6	New	• This is a new unit particularly useful for candidates who wish to further their skills with self-study.
227	New	Support customers using self-service technology	5	New	• This is a new unit where candidates who work with self-service equipment will gain the skills to assist their customers.

313	311	Work with others to improve customer service	8	Minor	• Minor word change in the third learning outcome from 'monitor joint performance' to 'monitor team performance'.
314	312	Promote continuous improvement	7	None	• No content change.
315	313	Develop your own and others' customer service skills	8	None	• No content change.
316	314	Lead a team to improve customer service	7	None	• No content change.
317	315	Gather, analyse and interpret customer feedback	10	None	• No content change.
318	New	Monitor the quality of customer service transactions	7	New	• This is a new unit where candidates will be able to gain skills to monitor and feedback with colleagues their performance within customer service.
411	407	Implement quality improvements to customer service	10	Minor	• No content change. • There are now 4 learning outcomes.
412	408	Plan and organise the development of customer service staff	9	None	• No content change.
413	409	Develop a customer service strategy for a part of an organisation	11	Minor	• Heading changed from 'Develop customer service strategy for an area' to 'develop a customer service strategy for a part of an organisation' content remains the same. • There are now 3 learning outcomes.
414	411	Manage a customer service award programme	7	None	• No content change.
415	New	Apply technology or other resources to improve customer service	11	New	• This is a new unit for Supervisors or Managers who can evaluate opportunities for the use of technology or other resources within the customer service process.
416	New	Review and re-engineer customer service processes	11	New	• This is a new unit where candidates will gain the skills to evaluate and improve the customer service process.
417	New	Manage customer service performance	7	New	• This is a new unit where candidates will perform Management tasks to improve performance in customer service operations.