QUALIFICATION HANDBOOK

City and Guilds Level 2, 3 & 4 Diplomas in Customer Service

(5530-02-03-04)

December 2022 Version 3.2

City & Guilds

Qualification at a glance

Subject area	**Customer Service**
City & Guilds number	5530
Age group approved	Levels 2 and 3: 16-18, 19+ Level 4: 18+
Assessment	Multiple choice/ portfolio/short answer questions
Fast track	Available
Support materials	Qualification handbook Assessment pack SmartScreen
Registration and certification	Consult the Walled Garden/Online Catalogue for last dates

Title and level	**City & Guilds number**	**Accreditation number**
Level 2 Diploma in Customer Service	5530-02	601/3562/1
Level 3 Diploma in Customer Service	5530-03	601/3564/5
Level 4 NVQ Diploma in Customer Service	5530-04	601/3540/2

Version and date	**Change detail**	**Section**
1.2 January 2015	Test specification added for unit 307	Assessment
1.3 October 2015	UANs amended for units 225 and 226	Structure
1.4 February 2016	Credit value for unit 303 amended	Structure
2.0 March 2016	Amended the assessment method wording for unit 228 Updated the test specifications for units 202, 203, 228 and 307	Assessment
	Added additional assessment method (ie portfolio of evidence) to some existing units ie 202 (or 662); 203 (or 663); 204 (or 664); 230 (or 680); 305 (or 695); 306 (or 696); 307 or (697)	Assessment

2.1 August 2016	Credit value for unit 303 amended	Structure
3.0 October 2016	416 Unit accreditation number amended	Structure
3.1 April 2022 V3.1	GLH and TQT clarified and highlighted	Structure
V3.2 Dec. 2022	Level 3 GLH updated.	Structure

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1 Introduction

This document tells you what you need to do to deliver the qualification:

Area	Description
Who is the qualification for?	It is for learners who work or want to work in the customer service sector and other related sectors eg. contact centre and sales.
What does the qualification cover?	It allows learners to learn, develop and practice the skills required in employment.
Is the qualification part of a framework or initiative?	It serves as hybrid qualification coving the technical certificate and NVQ requirements in the Customer Service Apprenticeship framework.
Who did we develop the qualification with?	It was developed in association with the Council for Administration (SkillsCfA)
What opportunities for progression are there?	**Level 2 Diploma in Customer Services** On completion of this qualification candidates may progress into employment or to the following City & Guilds qualifications: • Level 3 Diploma in Customer Service • Customer Service Apprenticeship • Qualifications in other work related areas (for examples Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors). **Level 3 Diploma in Customer Service** On completion of the qualification candidates may progress into employment or to the following City & Guilds qualifications: • Level 4 NVQ Diploma in Customer Service • Customer Service Apprenticeship • Qualifications in other work related areas (for examples Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors) • ILM Level 4 NVQ Diploma in Management **Level 4 NVQ Diploma in Customer Service** On completion of the qualification candidates may progress into employment or the following City & Guilds qualifications: • Customer Service Apprenticeship • Qualifications in other work related areas (for examples Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors) • ILM Level 5 NVQ Diploma in Management and Leadership

Structure

To achieve the **Level 2 Diploma in Customer Service**, learners must achieve a minimum of **45** credits in total.**19** credits from **Mandatory Group A** and a minimum of **26** credits from the optional units as follows:

A minimum of **3** credits from **Optional Group B**

A minimum of **16** credits from **Optional Group C**

A maximum of **7** credits from **Optional Group D**

A minimum of **45** credits must be achieved through the completion of units at Level 2 or above.

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
Mandatory Group A				
A/506/2130	Unit 201	Deliver customer service	5	2
F/506/2131	Unit 202/662	Understand customers	2	2
J/506/2132	Unit 203/663	Principles of customer service	4	2
A/506/1964	Unit 204/664	Understand employer organisations	4	2
L/506/1788	Unit 205	Manage personal performance and development	4	2
Optional Group B				
D/506/2119	Unit 206	Communicate verbally with customers	3	2
T/506/2126	Unit 207	Communicate with customers in writing	3	2
Optional Group C				
H/506/2154	Unit 208	Deal with incoming telephone calls from customers	3	2
K/506/2155	Unit 209	Make telephone calls to customers	3	2
L/506/2133	Unit 210	Promote additional products and/or services to Customers	2	2
R/506/2134	Unit 211	Process information about customers	3	2

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
Y/506/2135	Unit 212	Exceed customer expectations	3	2
T/506/2143	Unit 213	Deliver customer service whilst working on customer's premises	4	2
T/506/2157	Unit 214	Carry out customer service handovers	3	2
A/506/2158	Unit 215	Resolve customer service problems	5	2
F/506/2159	Unit 216	Deliver customer service to challenging customers	3	2
Y/506/2149	Unit 217	Develop customer relationships	3	2
T/506/2160	Unit 218	Support customer service improvements	3	2
A/506/2161	Unit 219	Support customers through real-time online customer service	3	2
F/506/2162	Unit 220	Support customers using self-service equipment	3	2
J/506/2163	Unit 221	Use social media to deliver customer service	3	2
L/506/2164	Unit 222	Provide post-transaction customer service	5	2
D/506/2170	Unit 302	Gather, analyse and interpret customer feedback	5	3
R/506/2151	Unit 311	Resolve customers' complaints	4	3
Optional Group D				
T/505/4673	Unit 223	Health and safety procedures in the workplace	2	2
L/506/1807	Unit 224	Manage diary systems	2	2
H/506/1814	Unit 225	Provide reception services	3	2

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
L/506/1869	Unit 226	Contribute to the organisation of an event	3	2
M/506/1895	Unit 227	Buddy a colleague to develop their skills	3	2
L/506/1905	Unit 228	Employee rights and responsibilities	2	2
R/506/1789	Unit 229	Develop working relationships with colleagues	3	2
J/506/1806	Unit 230/680	Principles of equality and diversity in the workplace	2	2
M/502/8587	Unit 231	Processing sales orders	2	2
R/502/8601	Unit 232	Meeting customers' after sales needs	3	2
M/502/8606	Unit 233	Handling objections and closing sales	3	2
K/503/0421	Unit 234	Deal with incidents through a contact centre	7	2
L/503/0394	Unit 235	Carry out direct sales activities in a contact centre	5	2
F/502/4396	Unit 236	Bespoke Software	3	2
H/506/1912	Unit 303	Negotiate in a business environment	4	3

To achieve the **Level 3 Diploma in Customer Service**, learners must achieve a minimum of **55** credits in total. **31** credits from Mandatory Group A and a minimum of **24** credits from the optional units as follows:

A minimum of **15** credits from Optional Group B

A maximum of **9** credits from Optional Group C.

A minimum of **40** credits must be achieved through the completion of units at Level 3 or above.

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
Mandatory Group A				
L/506/2150	Unit 304	Organise and deliver customer service	5	3
Y/506/2152	Unit 305/695	Understand the customer service environment	5	3
J/506/2910	Unit 306/696	Understand customers and customer retention	4	3
D/506/1942	Unit 307/697	Principles of business	10	3
T/506/2952	Unit 308	Manage personal and professional development	3	3
K/506/2169	Unit 323	Resolve customers' problems	4	3
Optional Group B				
D/506/2119	Unit 206	Communicate verbally with customers	3	2
T/506/2126	Unit 207	Communicate with customers in writing	3	2
L/506/2133	Unit 210	Promote additional products and/or services to customers	2	2
Y/506/2135	Unit 212	Exceed customer expectations	3	2
T/506/2143	Unit 213	Deliver customer service whilst working on customer's premises	4	2
F/506/2159	Unit 216	Deliver customer service to challenging customers	3	2

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
Y/506/2149	Unit 217	Develop customer relationships	3	2
T/506/2160	Unit 218	Support customer service improvements	3	2
A/506/2161	Unit 219	Support customers through real-time online customer service	3	2
H/506/2977	Unit 220	Support customers using self-service equipment	3	2
J/506/2163	Unit 221	Use social media to deliver customer service	3	2
K/506/2978	Unit 222	Provide post transaction customer service	5	2
D/506/2170	Unit 302	Gather, analyse and interpret customer feedback	5	3
Y/506/2166	Unit 309	Develop resources to support consistency of customer service delivery	5	3
D/506/2167	Unit 310	Use service partnerships to deliver customer service	3	3
R/506/2151	Unit 311	Resolve customers' complaints	4	3
K/506/2172	Unit 312	Monitor the quality of customer service interactions	5	3
D/506/2153	Unit 402	Champion customer service	4	4
R/506/2179	Unit 404	Build and maintain effective customer relations	6	4
L/506/2181	Unit 406	Manage a customer service award programme	4	4
Y/506/2183	Unit 407	Manage the use of technology to improve customer service	4	4
D/506/2962	Unit 408	Develop a social media strategy for customer Service	5	4
Optional Group C				

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
L/506/1807	Unit 224	Manage diary systems	2	2
H/506/1814	Unit 225	Provide reception services	3	2
L/506/1869	Unit 226	Contribute to the organisation of an event	3	2
M/506/1895	Unit 227	Buddy a colleague to develop their skills	3	2
L/506/1905	Unit 228	Employee rights and responsibilities	2	2
M/502/8587	Unit 231	Processing sales orders	2	2
H/506/1912	Unit 303	Negotiate in a business environment	4	3
T/506/1820	Unit 313	Promote equality, diversity and inclusion in the workplace	3	3
A/506/1821	Unit 314	Manage team performance	4	3
J/506/1921	Unit 315	Manage individuals' performance	4	3
M/506/1931	Unit 316	Collaborate with other departments	3	3
F/502/8612	Unit 317	Negotiating, handling objections and closing sales	4	3
R/502/8615	Unit 318	Obtaining and analysing sales related information	4	3
K/502/8622	Unit 319	Buyer behaviours in sales situations	3	3
K/503/0418	Unit 320	Manage incidents referred to a contact centre	6	3
D/503/0397	Unit 321	Lead direct sales activities in a contact centre team	4	3
J/502/4397	Unit 322	Bespoke Software	4	3

To achieve a **Level 4 NVQ Diploma in Customer Service**, learners must complete a minimum of **50** credits in total. **14** credits from **Mandatory Group A** and a minimum of **36** credits from the optional units as follows:

A minimum of **20** credits from **Optional Group B**

A maximum of **16** credits from **Optional Group C**

A minimum of **38** credits must be achieved through the completion of units at Level 4 or above.

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
Mandatory Group A				
T/506/2952	Unit 308	Manage personal and professional development	3	3
M/506/2898	Unit 401	Manage customer service operations	7	4
D/506/2153	Unit 402	Champion customer service	4	4
Optional Group B				
D/506/2170	Unit 302	Gather, analyse and interpret customer feedback	5	3
Y/506/2166	Unit 309	Develop resources to support consistency of customer service delivery	5	3
D/506/2167	Unit 310	Use service partnerships to deliver customer service	3	3
R/506/2151	Unit 311	Resolve customers' complaints	4	3
K/506/2172	Unit 312	Monitor the quality of customer service interactions	5	3
K/506/2169	Unit 323	Resolve customers' problems	4	3
F/506/2176	Unit 403	Review the quality of customer service	4	4
R/506/2179	Unit 404	Build and maintain effective customer relations	6	4
R/506/2960	Unit 405	Develop a customer service strategy	6	4

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
L/506/2181	Unit 406	Manage a customer service award programme	4	4
Y/506/2183	Unit 407	Manage the use of technology to improve customer service	4	4
D/506/2962	Unit 408	Develop a social media strategy for customer service	5	4
H/506/2963	Unit 409	Develop customer service through social media	5	4
Optional Group C				
J/506/2292	Unit 301	Encourage innovation	4	3
T/506/1820	Unit 313	Promote equality, diversity and inclusion in the workplace	3	3
A/506/1821	Unit 314	Manage team performance	4	3
J/506/1921	Unit 315	Manage individuals' performance	4	3
F/502/8612	Unit 317	Negotiating, handling objections and closing sales	4	3
R/502/8615	Unit 318	Obtaining and analysing sales related information	4	3
K/502/8622	Unit 319	Buyer behaviour in sales situations	3	3
K/503/0418	Unit 320	Manage incidents referred to a contact centre	6	3
J/502/4397	Unit 322	Bespoke Software	4	3
M/506/1962	Unit 410	Encourage learning and development	3	3
T/506/1980	Unit 411	Initiate and implement operational change	3	3
R/506/1999	Unit 412	Manage a project	3	3

Unit accreditation number	City & Guilds unit no.	Unit title	Credit value	Unit Level
L/506/2004	Unit 413	Manage business risk	3	3
M/506/1931	Unit 414	Support environmental sustainability in a business environment	4	3
R/502/8615	Unit 415	Manage health and safety in own area of responsibility	5	3
H/503/0417	Unit 416	Manage incident management systems in a contact	6	4
D/506/2055	Unit 501	Design business process	5	5
Y/503/0401	Unit 502	Manage direct sales operations in a contact centre	7	5

Total Qualification Time

Total Qualification Time (TQT) is the total amount of time, in hours, expected to be spent by a Learner to achieve a qualification. It includes both guided learning hours (which are listed separately) and hours spent in preparation, study and assessment.

Title and level	GLH	TQT	Credit
Level 2 Diploma in Customer Service	245	450	45
Level 3 Diploma in Customer Service	292	550	55

Apprenticeship

For learners on Apprenticeship programmes: acceptable routes for the completion of ERR include the Employee rights and responsibilities unit (which is an optional unit within the qualification structures) or the Skills CfA ERR workbook. Evidence of achievement of ERR - for the purposes of completing an apprenticeship - is the submission to Skills CfA of a completed sign-off sheet.

2 Centre requirements

Approval

If your Centre is approved to offer the Level 2 NVQs in Customer Service (4430) or the Level 2 Certificates in Customer Service (4417) you can apply for approval for these qualifications using the **fast track approval form**, available from the City & Guilds website.

Centres should use the fast track form if:

- there have been no changes to the way the qualifications are delivered, and
- they meet all of the approval criteria in the fast track form guidance notes.

Fast track approval is available for 12 months from the launch of the qualification. After 12 months, the Centre will have to go through the standard Qualification Approval Process. The centre is responsible for checking that fast track approval is still current at the time of application.

To offer this qualification, new centres will need to gain both centre and qualification approval. Please refer to the *Centre Manual - Supporting Customer Excellence* for further information.

Centre staff should familiarise themselves with the structure, content and assessment requirements of the qualification before designing a course programme.

Centre staffing

Staff delivering this qualification must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be occupationally competent or technically knowledgeable in the area for which they are delivering training and have experience of providing training. This knowledge must be to the same level as the training being delivered
- have recent relevant experience in the specific area they will be assessing
- have credible experience of providing training.

Centre staff may undertake more than one role, eg tutor and assessor or internal quality assurer, but cannot internally verify their own assessments.

Assessors and Internal Quality Assurer

Centre staff should hold, or be working towards, the relevant Assessor/Internal Quality Assurer TAQA qualification for their role in delivering, assessing and verifying this qualification, or meet the relevant experience requirements outlined above.

Continuing professional development (CPD)

Centres must support their staff to ensure that they have current knowledge of the occupational area, that delivery, mentoring, training, assessment and verification is in line with best practice, and that it takes account of any national or legislative developments.

Learner entry requirements

City & Guilds does not set entry requirements for this qualification. However, centres must ensure that learners have the potential and opportunity to gain the qualification successfully.

Age restrictions

Levels 2 and 3

City & Guilds cannot accept any registrations for learners under 16 as this qualification is not approved for under 16s.

Level 4

City & Guilds cannot accept any registrations for learners under 18 as this qualification is not approved for under 18s.

3 Delivering the qualification

Initial assessment and induction

An initial assessment of each learner should be made before the start of their programme to identify:

- if the learner has any specific training needs,
- support and guidance they may need when working towards their qualification.
- any units they have already completed, or credit they have accumulated which is relevant to the qualification.
- the appropriate type and level of qualification.

We recommend that centres provide an induction programme so the learner fully understands the requirements of the qualification, their responsibilities as a learner, and the responsibilities of the centre. This information can be recorded on a learning contract.

Support materials

The following resources are available for this qualification:

Description	How to access
fast track approval forms/generic fast track approval form	www.cityandguilds.com
Learning Assistant	
SmartScreen	www.smartscreen.co.uk

Recording documents

Candidates and centres may decide to use a paper-based or electronic method of recording evidence.

City & Guilds endorses several ePortfolio systems, including our own, **Learning Assistant**, an easy-to-use and secure online tool to support and evidence learners' progress towards achieving qualifications. Further details are available at: **www.cityandguilds.com/eportfolios**.

4 Assessment

City & Guilds has written the following assessments to use with this qualification:

Unit	Title	Assessment method	Where to obtain assessment materials
201	Deliver customer service	Portfolio	
202 662	Understand customers	E-volve Portfolio	www.cityandguilds.com
203 663	Principles of customer service	E-volve Portfolio	www.cityandguilds.com
204 664	Understand employer organisations	E-volve Portfolio	www.cityandguilds.com
205	Manage personal performance and development	Portfolio	
206	Communicate verbally with customers	Portfolio	
207	Communicate with customers in writing	Portfolio	
208	Deal with incoming telephone calls from customers	Portfolio	
209	Make telephone calls to customers	Portfolio	
210	Promote additional products and/or services to customers	Portfolio	
211	Process information about customers	Portfolio	
212	Exceed customer expectations	Portfolio	
213	Deliver customer service whilst working on customer's premises	Portfolio	
214	Carry out customer service handovers	Portfolio	

Unit	Title	Assessment method	Where to obtain assessment materials
215	Resolve customer service problems	Portfolio	
216	Deliver customer service to challenging customers	Portfolio	
217	Develop customer relationships	Portfolio	
218	Support customer service improvements	Portfolio	
219	Support customers through real-time online customer service	Portfolio	
220	Support customers using self-service equipment	Portfolio	
221	Use social media to deliver customer service	Portfolio	
222	Provide post-transaction customer service	Portfolio	
223	Health and safety procedures in the workplace	Portfolio	
224	Manage diary systems	Portfolio	
225	Provide reception services	Portfolio	
226	Contribute to the organisation of an event	Portfolio	
227	Buddy a colleague to develop their skills	Portfolio	
228	Employee rights and responsibilities	Short Answer Questions (C&G) Assignment or Skills CFA on-line ERR workbook	www.cityandguilds.com
229	Develop working relationships with colleagues	Portfolio	
230 680	Principles of equality and diversity in the workplace	E-volve Portfolio	www.cityandguilds.com
231	Processing sales orders	Portfolio	
232	Meeting customers' after sales needs	Portfolio	

Unit	Title	Assessment method	Where to obtain assessment materials
233	Handling objections and closing sales	Portfolio	
234	Deal with incidents through a contact centre	Portfolio	
235	Carry out direct sales activities in a contact centre	Portfolio	
236	Bespoke Software	Portfolio	
301	Encourage innovation	Portfolio	
302	Gather, analyse and interpret customer feedback	Portfolio	
303	Negotiate in a business environment	Portfolio	
304	Organise and deliver customer service	Portfolio	
305 695	Understand the customer service environment	E-volve Portfolio	www.cityandguilds.com
306 696	Understand customers and customer retention	E-volve Portfolio	www.cityandguilds.com
307 697	Principles of business	E-volve Portfolio	www.cityandguilds.com
308	Manage personal and professional development	Portfolio	
309	Develop resources to support consistency of customer service delivery	Portfolio	
310	Use service partnerships to deliver customer service	Portfolio	
311	Resolve customers' complaints	Portfolio	
312	Monitor the quality of customer service interactions	Portfolio	
313	Promote equality, diversity and inclusion in the workplace	Portfolio	

Unit	Title	Assessment method	Where to obtain assessment materials
314	Manage team performance	Portfolio	
315	Manage individuals' performance	Portfolio	
316	Collaborate with other departments	Portfolio	
317	Negotiating, handling objections and closing sales	Portfolio	
318	Obtaining and analysing sales related information	Portfolio	
319	Buyer behaviours in sales situations	Portfolio	
320	Manage incidents referred to a contact centre	Portfolio	
321	Lead direct sales activities in a contact centre team	Portfolio	
322	Bespoke Software	Portfolio	
323	Resolve customers' problems	Portfolio	
401	Manage customer service operations	Portfolio	
402	Champion customer service	Portfolio	
403	Review the quality of customer service	Portfolio	
404	Build and maintain effective customer relations	Portfolio	
405	Develop a customer service strategy	Portfolio	
406	Manage a customer service award programme	Portfolio	
407	Manage the use of technology to improve customer service	Portfolio	
408	Develop a social media strategy for customer service	Portfolio	
409	Develop customer service through social media	Portfolio	

Unit	Title	Assessment method	Where to obtain assessment materials
410	Encourage learning and development	Portfolio	
411	Initiate and implement operational change	Portfolio	
412	Manage a project	Portfolio	
413	Manage business risk	Portfolio	
414	Support environmental sustainability in a business environment	Portfolio	
415	Manage health and safety in own area of responsibility	Portfolio	
416	Manage incident management systems in a contact centre	Portfolio	
501	Design business process	Portfolio	
502	Manage direct sales operations in a contact centre	Portfolio	

Time constraints

Assessment must be completed within the candidate's period of registration.

Evidence requirements

Evidence requirements have been included for each Customer Service unit.

Units may be assessed through a number of different sources and forms, which must meet the requirements of assessment criteria, which may include:

Naturalistic observation of workplace activities: Assessors must provide information about the context of the assessment.

Products: Such as reports, letters, e-mails, memos, printouts, etc, are also valuable items of performance evidence. Assessors are encouraged to assess work products in situ and record the location of evidence within their assessment records.

Expert witness: Can be used to address any gaps in the technical and occupational competence of assessors, and also for confidential or sensitive activities that are not appropriate for assessor observation. Expert witnesses are identified and trained by the centre.

Witness testimony: Can provide valuable evidence of candidate competence. In line with established principles, witness testimony must be:

- a clear, authentic statement indicating how the learner carries out their job
- dated, signed and include the job title of the witness.

Candidate reports (feedback): Oral or written reports from the candidate which involve descriptions of activities and processes and some self-assessment, e.g. a work diary.

Reflective accounts: A reflective account is usually a write up of how a candidate has carried out part of their job, recording events that actually happened. Where possible, the account should state why the candidate took the actions they did.

Professional discussion: Professional discussion is a single, or series of, structured, planned and in-depth discussion(s) which can be recorded electronically or manually in paper, computer, audio or video files. Professional discussions can be used to support observation reports, examination of work products and knowledge questionnaires. The CfA supports the use of professional discussion in holistic assessment.
Verbal / written questions: Also includes questionnaires; work based tasks; reflective accounts; case studies; professional discussion; and, feedback reports. As assessment by observation and examination of work products usually results in inferred knowledge. Questions should only be asked to fill gaps where knowledge is not explicit. This style of assessment still requires the assessor to confirm how knowledge and understanding has been addressed but avoids over assessment of the candidate.
Projects: An extended piece of practical and / or written work involving planning and research, generally presented as a report.

Assignments: May be practical or written tasks given to learners which test skills, knowledge or understanding, or combinations of all three.

Case studies: An effective case study report should:

- clearly identify the core problem(s)
- analyse the issues underlying the problem
- discuss and justify alternative solutions using theory / experience
- present feasible recommendations
- be presented in an appropriate format.

Audio / video recordings: May be used to support observation reports, examination of work products and knowledge questionnaires.

Simulation / role play: A task-based function where there are clear goals which need to be achieved and the outcomes are evaluated in a ‘real-work environment'

This list is illustrative of the options available to provide evidence in support of achieving the assessment criteria of a unit. The most appropriate forms of evidence should be selected for each unit or part of a unit.

Assessment strategy

Portfolio Evidence

- Evidence of occupational competence of all competence units at any level, should be generated and collected through performance under workplace conditions. This includes the knowledge- based learning outcomes and assessment criteria of the competence units.
- These conditions would be those typical to the candidate's normal place of work. The evidence collected under these conditions should also be as naturally occurring as possible. It is accepted that not all employees have identical workplace conditions and therefore there cannot be assessment conditions that are identical for all candidates. However, assessors must ensure that, as far as possible, the conditions for assessment should be those under which the candidate usually works.

Simulation

- Simulation can be applied to all Level 1 Business Administration and Customer Service units.
- Where simulation is used for units at Level 2 and above, it should be used sparingly and should only form a small part of the evidence for the qualification.
- Evidence may be produced through simulation solely in exceptional circumstances. The exceptional circumstances, under which simulation is possible, are those situations that are not naturally or readily occurring, such as response to emergencies.
- Simulation must be undertaken in a ‘realistic working environment’ (RWE). A RWE is “an environment which replicates the key characteristics in which the skill to be assessed is normally employed". The RWE must provide conditions the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working.

- Units which have been imported by Skills CFA into their apprenticeships or competence-based qualifications will be assessed in compliance with their relevant assessment strategies.

The primary responsibility of an Assessor is to assess candidates' performance in a range of tasks and to ensure the submitted by the candidate meets the requirements of the assessment criteria.

It is important that an assessor can recognise occupational competence as specified by the national standard. Assessors therefore need to have a thorough understanding of assessment and quality assurance practices, as well as have in-depth technical understanding related to the qualifications for which they are assessing candidates.

Assessors must:

- hold (or be working towards) an appropriate qualification, as specified by the appropriate regulatory authority, confirming their competence to assess candidates undertaking competence-based units and qualifications. Assessors working towards an appropriate qualification must ensure their decisions are countersigned by a suitably-qualified assessor/verifier. Assessors holding older qualifications must be able to demonstrate that they are assessing to the current standards;
- be "occupationally competent" or have the necessary and sufficient experience of the role for which they intend to undertake assessments, including the level and scope of individual candidate performance at work or in RWEs; and judgements about the quality of assessment and the assessment process.

It is the responsibility of approved centres to select and appoint assessors.

Simulation can only be applied to the following competence units:

Business Administration

Skills CFA Ref.	Unit title	Level
B&A 3	Work with others in a business environment	1
B&A 4	Health and safety in a business	1
B&A 5	Manage time and workload	1
B&A 6	Use a telephone and voicemail system	1
B&A 7	Prepare text from notes	1
B&A 8	Meet and welcome visitors in a business	1
B&A 9	Handle mail	1
B&A 10	Use office	1

Customer Service

Skills CFA Ref.	Unit title	Level
CS 2	Communication in customer service	1
CS 3	Record details of customer service	1
CS 4	Deal with customer queries, requests and	1

Management and Leadership

Skills CFA Ref.	Unit title	Level
M&L 17	Manage conflict within a team	3
M&L 31	Discipline and grievance management	4
M&L 44	Manage redundancy and redeployment	4

Employer direct model

Skills CFA encourages the use of an employer direct model. The employer direct model is where colleagues, supervisors and/or managers in the workplace are involved in the assessment process. In order to use the employer direct model:

An organisation must:
have staff who have achieved, or be working towards achieving, appropriate regulatory body approved unit qualifications for assessment, moderation or verification; **or**

seek guidance and approval from an awarding organisation to demonstrate that they have:

- appropriate processes in place to facilitate assessment, moderation or verification functions
- carried out 100% mapping of the trainer, supervisor or managers' assessment, moderation or verification skills and knowledge to the National Occupational Standards upon which the qualifications above are based.
- agree the mapping process with the awarding organisation/body involved
- demonstrate an equivalent level of rigour and robustness as the achievement of the unit qualification

An awarding organisation must:

- offer this model to employers only
- supply information on the requirements for internal and external moderation/verification activities to assessment centres.

Skills CFA and awarding organisations requires all assessors, moderators and verifiers to maintain current Business Administration, Customer Service and Management and Leadership competence to deliver these functions. Skills CFA recognises this can be achieved in many ways. However, such information must be formally recorded in individual continual professional development (CPD) records that are maintained in assessment centres.

Realistic Working Environment

A Realistic Working Environment (RWE) can be applied to all the units mentioned in the above tables.

It is essential that organisations wishing to operate a RWE operate in an environment which reflects a real work setting. This will ensure that any competence achieved in this way will be sustained in real employment.

To undertake the assessment in a RWE the following guidelines must be met:

1) the RWE is managed as a real work situation
2) assessment must be carried out under realistic business pressures
3) all services that are carried out should be completed in a way, and to a timescale, that is acceptable in business organisations
4) candidates must be expected to achieve a volume of work comparable to normal business practices
5) the range of services, products, tools, materials and equipment that the candidates use must be up to date and available
6) account must be taken of any legislation or regulations in relation to the type of work that is being carried out
7) candidates must be given workplace responsibilities to enable them to meet the requirements of the units
8) customer perceptions of the RWE is similar to that found in the work situation being represented

9) candidates must show that their productivity reflects those found in the work situation being represented.

Test specifications

The way the knowledge is covered by each test is laid out in the tables below:

Test: 5530-202 Understand customers (MC)
Duration: 1 hour
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
202	1 Understand different types of customers	8	47
	2 Understand the value of customers and their loyalty	9	53
	Total	**17**	**100**

Test: 5530-203 Principles of customer service (MC)
Duration: 1 hour
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
203	1 Understand customer service	10	29
	2 Understand how legal and ethical requirements relate to customer service	8	22
	3 Understand how to deliver effective customer service	10	29
	4 Understand the management of customer service information	7	20
	Total	**35**	**100**

Test: 5530-204 Understand employer organisations (MC)
Duration: 30 minutes
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
204	1 Understand organisational structures	9	50
	2 Understand the organisational environment	9	50
	Total	**18**	**100**

Test: 5530-228 Employee rights and responsibility (SAQs)

Duration: 1 hour
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
228	1 Understand the role of organisations and industries	7	47
	2 Understand employers' expectations and employees' rights and obligations	8	53
	Total	**15**	**100**

Test: 5530-230 Principles of equality and diversity in the workplace (MC)
Duration: 30 minutes
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
230	1 Understand the implications of equality legislation	9	60
	2 Understand organisational standards and expectations for equality and diversity and context in the workplace	6	40
	Total	**15**	**100**

Test: 5530-305 Understand the customer service environment (MC)
Duration: 1 hour
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
305	1 Understand the concepts and practices underpinning customer service delivery	10	33
	2 Understand the relationship between customer service and a brand	5	17
	3 Understand the structure of customer service	10	33
	4 Understand the implications of legislation on customer service delivery	5	17
	Total	**30**	**100**

Test: 5530-306 Understand customers and customer retention (MC)
Duration: 1 hour
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
306	1 Understand customer relationship management (CRM)	9	35
	2 Understand customer retention	10	38
	3 Understand the measurement of customer satisfaction	7	27
	Total	**26**	**100**

Test: 5530-307 Principles of business
Duration: 1 hour 15 minutes
Grading: Pass/Fail

Unit	Outcome	Number of questions	Approximate %
307	1 Understand business markets	11	28
	2 Understand business innovation and growth	9	23
	3 Understand financial management	5	12
	4 Understand business budgeting	5	12
	5 Understand sales and marketing	10	25
	Total	**40**	**100**

5 Units

Availability of units

Can be found as separate downloadable units at **www.cityandguilds.com**

Appendix 1 Sources of general information

The following documents contain essential information for centres delivering City & Guilds qualifications. They should be referred to in conjunction with this handbook. To download the documents and to find other useful documents, go to the **Centres and Training Providers homepage** on **www.cityandguilds.com**.

Centre Manual - Supporting Customer Excellence contains detailed information about the processes which must be followed and requirements which must be met for a centre to achieve 'approved centre' status, or to offer a particular qualification, as well as updates and good practice exemplars for City & Guilds assessment and policy issues. Specifically, the document includes sections on:

- The centre and qualification approval process
- Assessment, internal quality assurance and examination roles at the centre
- Registration and certification of candidates
- Non-compliance
- Complaints and appeals
- Equal opportunities
- Data protection
- Management systems
- Maintaining records
- Assessment
- Internal quality assurance
- External quality assurance.

Our Quality Assurance Requirements encompasses all of the relevant requirements of key regulatory documents such as:

- SQA Awarding Body Criteria (2007)
- NVQ Code of Practice (2006)

and sets out the criteria that centres should adhere to pre and post centre and qualification approval.

Access to Assessment & Qualifications provides full details of the arrangements that may be made to facilitate access to assessments and qualifications for candidates who are eligible for adjustments in assessment.

The **centre homepage** section of the City & Guilds website also contains useful information on such things as:

- **Walled Garden:** how to register and certificate candidates on line
- **Events**: dates and information on the latest Centre events
- **Online assessment**: how to register for e-assessments.

City & Guilds

Believe you can

www.cityandguilds.com

Useful contacts

UK learners **General qualification information**	**E: learnersupport@cityandguilds.com**
International learners General qualification information	F: +44 (0)20 7294 2413 E: **intcg@cityandguilds.com**
Centres Exam entries, Certificates, Registrations/enrolment, Invoices, Missing or late exam materials, Nominal roll reports, Results	F: +44 (0)20 7294 2413 E: **centresupport@cityandguilds.com**
Single subject qualifications Exam entries, Results, Certification, Missing or late exam materials, Incorrect exam papers, Forms request (BB, results entry), Exam date and time change	F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: **singlesubjects@cityandguilds.com**
International awards Results, Entries, Enrolments, Invoices, Missing or late exam materials, Nominal roll reports	F: +44 (0)20 7294 2413 E: **intops@cityandguilds.com**
Walled Garden Re-issue of password or username, Technical problems, Entries, Results, e-assessment, Navigation, User/menu option, Problems	F: +44 (0)20 7294 2413 E: **walledgarden@cityandguilds.com**
Employer Employer solutions, Mapping, Accreditation, Development Skills, Consultancy	T: +44 (0)121 503 8993 E: **business@cityandguilds.com**
Publications Logbooks, Centre documents, Forms, Free literature	F: +44 (0)20 7294 2413

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As the UK's leading vocational education organisation, City & Guilds is leading the talent revolution by inspiring people to unlock their potential and develop their skills. We offer over 500 qualifications across 28 industries through 8500 centres worldwide and award around two million certificates every year. City & Guilds is recognised and respected by employers across the world as a sign of quality and exceptional training.

City & Guilds Group

The City & Guilds Group is a leader in global skills development. Our purpose is to help people and organisations to develop their skills for personal and economic growth. Made up of City & Guilds, City & Guilds Kineo, The Oxford Group and ILM, we work with education providers, businesses and governments in over 100 countries.

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