



SCOTTISH VOCATIONAL QUALIFICATIONS

Who needs an SVQ?

Anyone in the workplace. SVQs are work based qualifications for anyone who undertakes a job role. They are open to anyone in employment and there are no entry requirements necessary.

What is the purpose of an SVQ?

SVQs give recognition of the skills and competencies of anyone in the workplace. Different levels provide the individual with a learning opportunity to demonstrate their knowledge and skill whilst developing themselves on the career ladder. SVQ units encompass a wide range of related work topics.

What are the benefits of an SVQ?

An employee will benefit by

- Having more understanding of their responsibilities.
- An opportunity to develop new skills
- Accreditation of current skills

An employer will benefit by

- More developed staff giving better performance.
- More staff motivation
- Better service to clients

Customer Service

Level 3

SQA Group Award GA52 23

To achieve a full award, candidates must achieve seven units made up of two mandatory units and five optional units, at least one unit from each theme.

Mandatory Units

- Demonstrate understanding of customer service
- Demonstrate understanding of the rules that impact on improvements in customer service

Optional Units

Impression and Image

- Deal with customers in writing or electronically
- Use customer service as a competitive tool
- Organise the promotion of additional services or products to customers
- Build a customer service knowledge set

Delivery

- Deliver customer service using service partnerships
- Organise the delivery of reliable customer service
- Improve the customer relationship

Handling Problems

- Deal with customers across a language divide
- Use questioning techniques when delivering customer service
- Deal with customers using bespoke software

Development and Improvement

- Work with others to improve customer service
- Promote continuous improvement
- Develop your own and others' customer service skills
- Lead a team to improve customer service
- Gather, analyse and interpret customer feedback
- Monitor the quality of customer service transactions
- Implement quality improvements to customer service
- Plan and organise the development of customer service staff
- Develop a customer service strategy for a part of an organisation
- Manage a customer service award programme
- Apply technology or other resources to improve customer service
- Review and re-engineer customer service processes
- Manage customer service performance

The Scottish MODERN APPRENTICESHIP AWARDS 2010 WINNER of the 'Learning Provider of the year' Category



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