Customer Service

Rewards
Training Recruitment Consultancy (Scotland)

Qualification

Customer Service Modern Apprenticeship (MA)

This qualification is awarded by the Scottish Qualifications Authority and the Institute for Customer Service. It is designed for front line members of staff working in a customer-focused position within their Company or Organisation. The MA aims to certify competence in practical skills. The MA incorporates a Scottish Vocational Qualification in Customer Service at Level 3, additional units from another SVQ and a Core Skills package.

Candidate Suitability

This qualification is designed for those people who:

- Have extensive Customer Service experience or are about to take up new responsibilities within the Customer Service field.
- For candidates whose job role does not support the Modern Apprenticeship, this subject is also offered at level 2. Details of this award are available from Rewards sales representatives.

Evidence Requirements

In order to comply with the requirements of this qualification, the candidate will need to write reports and statements to show their assessor how they meet the requirements of each particular section of the SVQ. Each statement or report has to be validated by the candidate and their line manager/supervisor, prior to submission as documentary evidence.

Examples of the types of evidence with which they will build their portfolio include:

- Good recording systems and audit trails
- Good documentary procedures
- Ability to deal with customers on the phone and in writing
- Dealing with problems
- Planning future workloads and analysing recurring problems
- Networking internally and externally
- Customer feedback/complaints/testimonials/questionnaires
- Improving customer relations
- Complaints and commendations
- Future predictions

Assessment Process and Duration

After identifying the appropriate national standards for the candidate, the appointed assessor will support the candidate in collecting sufficient appropriate evidence. Having collected this evidence the assessor will ensure that the required standards have been attained. Evidence gathering will take the form of visual observations and collection of short reports and testimonies completed by the candidate to demonstrate their practical competency against national standards.

This qualification is expected to be achieved over approximately 9 - 12 months although this may be achieved quicker dependant upon the candidate and the opportunities to gather evidence. Candidates will receive a workplace visit from a Rewards assessor on a fortnightly basis. The visit will usually last 1-1½ hours, although this can be extended or shortened as the situation dictates. There will always be a certain amount of flexibility during the course and Rewards will adapt the course timetable according to the needs of the candidate and those of the employer.

Objectives

Candidate Objectives:

- To gain a nationally recognised award for competence in the workplace
- To increase job satisfaction and provide an incentive to develop skills further
- To develop valuable up-to-date, transferable skills
- To provide a clear path for career development

Organisational Objectives:

- To improve customer service satisfaction
- To gain a more qualified and competent workforce
- To improve the cost effectiveness and efficiency of training and development
- To assist with recruitment and reduce staff turnover
- To assist in evaluation of learning programmes, appraisals and more generally with Investors in People standards
- To identify employees' competence (and gaps in skills and knowledge)
- To assist with the audit of workforce skills and identify training needs
- To provide solid foundations for future training programmes or self-development

Rewards

Rewards have delivered training for over ten years and have excellent candidate achievement rates whilst enjoying close links with various Local Enterprise Companies.

For Further Information Please Contact:

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