

1.1 Qualification structure

To achieve the **Level 4 NVQ Diploma in Customer Service**, learners must achieve:

Minimum Credit Value: 67

A minimum of **35 credits** must be at **level 4**

The learner must achieve **20 credits** from the **Mandatory Units**.

A further **47 credits** must be achieved by completing a **minimum of one unit** from each **Optional Group**.

The diagram below illustrates the unit titles, the credit value of each unit and the title of the qualification which will be awarded to candidates successfully completing the required combination of units and/or credits.

City & Guilds unit number	Mandatory Units - Customer Service Foundations	QCF Level	QCF Credit	GLH
4430-401	Demonstrate understanding of customer service management (F5)	4	10	65
4430-402	Follow organisational rules, legislation and external regulations when managing customer service (F6)	4	10	65
City & Guilds unit number	Optional Units - Impression and Image	QCF Level	QCF Credit	GLH
4430-303	Deal with customers in writing or electronically (A13)	3	6	40
4430-304	Use customer service as a competitive tool (A14)	3	8	53
4430-305	Organise the promotion of additional services or products to customers (A15)	3	7	47
4430-306	Build a customer service knowledge set (A16)	3	7	47
4430-403	Champion customer service (A17)	4	10	67
4430-404	Make customer service environmentally friendly and sustainable (A18)	4	11	73
City & Guilds unit number	Optional Units - Delivery	QCF Level	QCF Credit	GLH
4430-307	Deliver customer service using service partnerships (B9)	3	6	40
4430-308	Organise the delivery of reliable customer service (B10)	3	6	40
4430-309	Improve the customer relationship (B11)	3	7	47
4430-405	Maintain and develop a healthy and safe customer service environment (B12)	4	8	53
4430-406	Plan, organise and control customer service operations (B13)	4	10	67
4430-407	Review the quality of customer service (B14)	4	8	53
4430-408	Build and maintain effective customer relations (B15)	4	8	53
4430-409	Deliver seamless customer service with a team (B16)	4	8	53
City & Guilds unit number	Optional Units - Handling Problems	QCF Level	QCF Credit	GLH
4430-310	Monitor and solve customer service problems (C5)	3	6	40
4430-311	Apply risk assessment to customer service (C6)	3	10	67
4430-312	Process customer service complaints (C7)	3	6	40
4430-410	Handle referred customer complaints (C8)	4	10	67

City & Guilds unit number	Optional Units - Development and Improvement	QCF Level	QCF Credit	GLH
4430-313	Work with others to improve customer service (D8)	3	8	53
4430-314	Promote continuous improvement (D9)	3	7	47
4430-315	Develop your own and others' customer service skills (D10)	3	8	53
4430-316	Lead a team to improve customer service (D11)	3	7	47
4430-317	Gather, analyse and interpret customer feedback (D12)	3	10	67
4430-318	Monitor the quality of customer service transactions (D13)	3	7	47
4430-411	Implement quality improvements to customer service (D14)	4	10	67
4430-412	Plan and organise the development of customer service staff (D15)	4	9	60
4430-413	Develop a customer service strategy for a part of an organisation (D16)	4	11	73
4430-414	Manage a customer service award programme (D17)	4	7	47
4430-415	Apply technology or other resources to improve customer service (D18)	4	11	73
4430-416	Review and re-engineer customer service processes (D19)	4	11	73
4430-417	Manage customer service performance (D20)	4	7	47