



Focus Awards Level 3
Diploma in Customer Service (RQF)

601/6780/4

Key Information

Level:	3
Sector:	Administration
Qualification Type:	Occupational Qualification
Total Qualification Time:	550
Credit Value:	55
Guided Learning Hours:	310
Status:	Available to Learners
Methods of Assessment:	Portfolio of Evidence
Minimum Age:	16

Contents

Key Information.....	2
Qualification Purpose.....	4
Age Ranges.....	4
Geographical Coverage.....	4
Learner Entry Requirements.....	4
Reasonable Adjustments and Special Considerations.....	4
Assessment Methods.....	5
Progression Routes	5
Supporting Material and Useful Websites.....	5
Qualification Structure.....	6
Staff Requirements	9
Vocabulary of Terms	10
Assessor Feedback	12
IQA Report.....	13

Focus Awards Level 3 Diploma in Customer Service (RQF)

QRN: 601/6780/4

GLH: 310

TQT: 550

Credit: 55

Qualification Purpose

The Focus Awards Level 3 Diploma in Customer Service (RQF) is aimed at those learners preparing to enter the customer services sector and those currently working in a customer service role.

The Focus Awards Level 3 Diploma in Customer Service (RQF) aims to provide learners with the skills and knowledge required to organise and deliver customer service, resolve customer problems, understand customers and customer retention. Learners will also have the opportunity to elect optional units that can reflect their preferred route into the customer service environment or expand on their current set of customer service skills.

Age Ranges

Entry is at the discretion of the centre. However, learners should be at least 16 to undertake this qualification.

Geographical Coverage

This qualification is available in England and Northern Ireland.

Learner Entry Requirements

Learners should be competent in literacy and numeracy, preferably at Level 2 to help with elements of communication. This is at the discretion of the centre as they may decide to use diagnostic testing methods to ascertain how they can support learners.

Reasonable Adjustments and Special Considerations

Please refer to the Focus Awards 'Reasonable Adjustments and Special Considerations Policy'. A copy is available for download from the Focus Awards website at the following URL:

<https://focusawards.org.uk/wp-content/uploads/2026/04/Reasonable-Adjustments-and-Special-Considerations-Policy-D23-1.pdf>

Assessment Methods

This qualification is internally assessed. Each learner must create a portfolio of evidence that demonstrates achievement of all the learning outcomes and assessment criteria associated with each unit.

The main pieces of evidence for the portfolio could include some or all of the following:

- Assessor observation
- Witness testimony
- Learner product
- Worksheets
- Assignments/projects/reports
- Record of oral and written questioning
- Learner and peer reports
- Recognition of prior learning (RPL)

Progression Routes

Learners seeking progress from this qualification can advance their skills further through the following:

- Level 3 Diploma in Business Administration (RQF)
- Level 2 Diploma in Team Leading (RQF)
- Level 3 Diploma in Management (RQF)

Supporting Material and Useful Websites

- <https://focusawards.org.uk/supportingmaterials>
- <https://ofqual.gov.uk>

Qualification Structure

Learners must achieve 55 credits by completion of all mandatory units in Group A totalling 31 credits, a minimum of 15 credits from Optional Group B, and a maximum of 9 credits from Optional Group C.

Mandatory Units

Unit Title	Unit Reference	Level	Credit	GLH
Organise and deliver customer service	L/506/2150	3	5	27
Understand the customer service environment	Y/506/2152	3	5	40
Understand customers and customer retention	R/506/2165	3	4	35
Resolve customers' problems	K/506/2169	3	4	19
Principles of business	D/506/1942	3	10	74
Manage personal and professional development	F/506/1819	3	3	12

Optional Units (Group B)

Unit Title	Unit Reference	Level	Credit	GLH
Develop resources to support consistency of customer service delivery	Y/506/2166	3	5	21
Use service partnerships to deliver customer service	D/506/2167	3	3	20
Resolve customers' complaints	R/506/2151	3	4	22
Gather, analyse and interpret customer feedback	D/506/2170	3	5	24
Monitor the quality of customer service interactions	K/506/2172	3	5	27
Communicate verbally with customers	D/506/2119	2	3	14
Communicate with customers in writing	T/506/2126	2	3	20
Promote additional products and/or services to customers	L/506/2133	2	2	14
Exceed customer expectations	Y/506/2135	2	3	15
Deliver customer service whilst working on customers' premises	T/506/2143	2	4	20
Deliver customer service to challenging customers	F/506/2159	2	3	16
Develop customer relationships	Y/506/2149	2	3	18
Support customer service improvements	T/506/2160	2	3	12
Support customers through real-time online customer service	A/506/2161	2	3	15
Support customers using self-service equipment	F/506/2162	2	3	18
Use social media to deliver customer service	J/506/2163	2	3	18
Provide post transaction customer service	K/506/2978	2	5	22
Champion customer service	D/506/2153	4	4	17
Build and maintain effective customer relations	R/506/2179	4	6	25
Manage a customer service award programme	L/506/2181	4	4	15
Manage the use of technology to improve customer service	Y/506/2183	4	4	14
Develop a social media strategy for customer service	D/506/2184	4	5	16

Optional Units (Group C)

Unit Title	Unit Reference	Level	Credit	GLH
Negotiate in a business environment	H/506/1912	3	4	18
Promote equality, diversity and inclusion in the workplace	T/506/1820	3	3	15
Manage team performance	A/506/1821	3	4	21
Manage individuals' performance	J/506/1921	3	4	20
Collaborate with other departments	M/506/1931	3	3	14
Negotiating, handling objections and closing sales	F/502/8612	3	4	22
Obtaining and analysing sales related information	R/502/8615	3	4	24
Buyer behaviour in sales situations	K/502/8622	3	3	27
Manage incidents referred to a contact centre	K/503/0418	3	6	30
Lead direct sales activities in a contact centre team	D/503/0397	3	4	8
Manage diary systems	L/506/1807	2	2	12
Contribute to the organisation of an event	L/506/1869	2	3	23
Provide reception services	H/506/1814	2	3	15
Buddy a colleague to develop their skills	M/506/1895	2	3	19
Employee rights and responsibilities	L/506/1905	2	2	16
Processing sales orders	M/502/8587	2	2	17
Bespoke Software	J/502/4397	3	4	30

Staff Requirements

Requirements for Tutors / Instructors

Tutors delivering the qualification will be required to hold or be working towards a teaching qualification. This may include qualifications such as the Levels 3, 4 or 5 in Education and Training, or a Certificate in Education. Focus Awards will consider other teaching qualifications upon submission. Tutors must also be able to demonstrate that they are occupationally competent within the sector area.

Requirements for Assessors

Assessors will be required to hold or be working towards a relevant assessing qualification. This includes qualifications such as:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Award in Assessing Vocationally-Related Achievement
- Level 3 Certificate in Assessing Vocational Achievement

Focus Awards will consider other relevant assessing qualifications upon submission.

Assessors who only hold the Level 3 Award in Understanding the Principles and Processes of Assessment will be required to complete an additional programme of study to achieve the relevant competency units required for one of the qualifications listed above.

Trainee assessors who do not hold an assessment qualification will require their decisions to be countersigned by a suitably qualified assessor.

Assessors must also be able to show they are occupationally competent within the sector area

Requirements for Internal Quality Assurers (IQA)

Internal Quality Assurers should hold or be working towards an IQA qualification. This may include qualifications such as the V1 (previously D34), or the Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice. Focus Awards will consider other relevant IQA qualifications upon submission.

Trainee IQAs who do not hold an IQA qualification will require their decisions to be countersigned by a suitably qualified IQA. IQAs must be able to demonstrate occupational competence.

Vocabulary of Terms

This table explains how the terms used in Focus Awards' qualification specification content are applied. Not all terms are necessarily used in this qualification.

Apply	Explain how existing knowledge can be used in new or different situations.
Analyse	Break the subject down into individual parts. Examine each, show how they fit together, whether they support each other and why they're important. Reference to current research or theory may add weight to your analysis.
Clarify	Clearly and concisely explain the information presented.
Classify	Organise in alignment with specified criteria.
Collate	Gather and organise information in a logical order (e.g., alphabetically, numerically, chronologically etc.).
Compare	Examine the subjects in detail to identify differences and similarities.
Critically compare	Similar to 'compare' above but consider any positive aspects and/or limitations/restrictions arising from identified differences and similarities.
Consider	Think critically about a presented situation, problem, action or decision, and explain it. Also see 'explain' below.
Demonstrate	Describe or explain knowledge or understanding by providing examples or illustrations.
Describe	Write about the subject, presenting detailed information logically.
Develop	Expand a plan or idea by adding more detail and/or depth of information.
Diagnose	Collate and consider appropriate evidence to identify the cause or origin of a situation or problem.
Differentiate	Identify the differences between 2 or more arguments, situations or subjects.
Discuss	Create a detailed account from a range of viewpoints, opinions or perspectives.
Distinguish	Explain the difference between 2 or more items, resources, pieces of information.
Draw conclusions	Derive a reason or logic-based decision or judgement.
Estimate	Use existing knowledge, experience and other relevant information to arrive at an approximate or 'best guess' opinion or judgement.

Evaluate	Examine strengths and weaknesses, consider arguments for and against, and/or similarities and differences. Assess any presented evidence from different perspectives and arrive at a valid conclusion or reasoned judgement. Reference to current research or theory may support the evaluation.
Explain	Present detailed information about the subject with reasons showing how or why it's included. Include examples to support these reasons where possible.
Extrapolate	Use existing knowledge and data to predict possible outcomes or results that might be outside the expected 'norm'.
Identify	Recognise and name the main points accurately. Additional description or explanation may be needed to aid clarity and attribute credibility.
Implement	Explain how to put an idea or plan into action.
Interpret	Explain the meaning of something.
Judge	Form an opinion or make a decision.
Justify	Provide a satisfactory explanation for actions or decisions.
Perform	Carry out a task or process to meet the requirements of the question.
Plan	Create and record (list) a logical, organised sequence of information, required resources and actions/events that enable a concept or idea to be crystalised and communicated.
Provide	Identify and deliver detailed and accurate information related to the subject.
Reflect	Consider actions, experiences or learning and how these may impact practice and/or professional development.
Review and revise	Look back over the subject and make corrections or changes to improve clarity or better demonstrate understanding.
Select	Make an informed choice for a specific purpose or required outcome/result.
Show	Supply evidence to demonstrate accurate knowledge and understanding.
State	Provide the main points clearly in sentences or paragraphs.
Summarise	Convey the main ideas or facts concisely.

Assessor Feedback

Student Name:	
Student Number:	
Course:	
Unit(s):	
Criteria:	
Date:	
Comments:	
Decision:	
Further Actions:	
Assessor:	
Position:	

IQA Report

Administration

[illegible]