



SQA Advanced Qualification (China)
Qualification Verification Summary Report 2024
Customer Service

Verification group number: 297

Introduction

There were eight visits to centres for the academic year 2023–24 with verification of the unit:

HP73 47 Creating a Culture of Customer Care

This was part of the following overall qualifications delivered in China:

GP0N 48 Financial Services

GM52 48 Business with Accounting

GT33 48 Business with Human Resource Management

GT36 48 Business with Marketing

GT32 48 Business

The eight centres visited in 2023–24 were established and competent and have well-qualified and knowledgeable staff and deliver a sound, well-documented and organised qualification. One centre did not submit enough evidence, which resulted in sanctions for more additional evidence. This was then sent, and the centre was finally certificated.

Category 2: Resources

Criterion 2.1: Assessors and internal verifiers must be competent to assess and internally verify, in line with the requirements of the qualification.

Assessors and internal verifiers in all of the centres that were sampled were occupationally competent in customer care and either held or were working towards appropriate assessor and internal verifier awards. Staff were experienced in the delivery of work-based qualifications and had a full understanding of the requirements of the awards, and their occupational competence is in line with assessment strategy requirements. Comprehensive continuous professional development (CPD) records were being maintained for all members of the assessment and verification team.

Category 4: Internal assessment and verification

Criterion 4.2: Internal assessment and verification procedures must be implemented to ensure standardisation of assessment.

Almost all of the eight centres met the criteria. However, where the internal verifier indicates which scripts have been sampled, it would be good practice to add a comment to confirm the internal verification decision, such as 'I agree with assessment decision' or 'further information required by candidate to meet performance criteria'. Additional comments will provide topics for

future standardisation meetings and information that can be used to further develop and improve course delivery. It is also recommended that internal verifier decisions are recorded for each candidate sampled and that these should confirm the remediation judgement where appropriate. This would also confirm that internal verification is ongoing throughout the delivery of the unit.

Criterion 4.3: Assessment instruments and methods and their selection and use must be valid, reliable, practicable, equitable and fair.

All of the centres' candidate portfolios were well presented and well assessed. All candidates had access to the assessment process. The assessment instrument for outcome 1 is candidate responses to questions based on a case study. The instrument of assessment for outcome 2 is an investigative report into customer service in an organisation of the candidate's choosing. Both instruments of assessment are in line with unit assessment guidance and fully cover the knowledge and skills for both outcomes.

Criterion 4.6: Evidence of candidates' work must be accurately and consistently judged by assessors against SQA's requirements.

There were many informal opportunities for standardisation discussions to take place and this was recorded by the centres, and the qualification verifier noted this on their reports. Evidence was provided from candidate scripts covering both outcomes of unit HP73 47, and the external verifier agreed with the assessment decisions in each case. Centres use the SQA ASP for this unit and these had been completed correctly. Where the need for remediation was identified, there was clear feedback to candidates on further action required. Internal verification confirmed the accuracy of the assessment judgements. In almost all centres visited, the assessment decisions were consistently and accurately judged against the standards and this was done in a fair manner. Evidence was being assessed against the current and valid standards.

Areas of good practice reported by qualification verifiers

The following good practice was reported during session 2023–24:

- ◆ Good balance of performance evidence and supporting evidence

Specific areas for development

The following areas for development were reported during session 2023–24:

- ◆ Continue to encourage centres to ensure that criteria for 4.2 are in line with SQA requirements at all centres, as this was the only area picked up during 2023–24.
- ◆ Continue to have more occupational competence for CPD entries relating to customer service award standards to meet assessment strategy requirements.
- ◆ Ensure that all centre staff have read SQA's latest guidance on the SQA website to meet all requirements to undertake award.