



INSTITUTE OF THE
MOTOR INDUSTRY



RENTAL & LEASING SECTOR

IMI ACCREDITATION – GUIDE FOR THE CANDIDATE Level 2 Customer Service Advisor

August 2018

INTRODUCTION

Rental and leasing personnel can now gain recognition of their abilities and boost their careers with a new qualification developed by the BVRLA and the Institute of the Motor Industry (IMI).

Formerly known as the Automotive Technician Accreditation (ATA) and re-branded as 'IMI Accreditation', we are now assessing the rental and leasing sector's customer services advisors.

Customer services advisors are a specialist group within our industry whose role is to handle customer queries regarding the rental vehicle, answer telephone calls regarding operating the vehicle (including service booking, if appropriate) and provide information to customers with regards to the rental agreement, the lease contract and invoices.

Under this programme, those working remotely in customer service roles will be able to gain accredited status by successfully completing a series of assessments. All the assessments are based upon the current National Occupational Standards (NOS) set by the Institute of the Motor Industry (IMI - formerly Automotive Skills Limited), the sector skills council (SSC) for the motor industry.

Our aim is that the IMI Customer Services Accreditation becomes an industry benchmark of professional and technical competence. The BVRLA believes that supporting the standard gives a clear message to customers about an organisation's commitment to excellence.

This document explains the principles of the IMI Accreditation Customer Service Advisor (Rental & Leasing) programme and what you can expect during the assessment.

Governance of the Scheme

This accreditation is governed by the Institute of the Motor Industry (IMI). In addition to measuring professional competence against a set of key skills, all accredited individuals in the automotive industry commit to a code of conduct which gives the IMI programme its ethical credibility. It provides proof of their competence and desire to work to high professional standards – this is what distinguishes this from other qualifications.

The IMI Code of Conduct is printed on the application form. All candidates should complete and sign the Application Form and return to training@bvrla.co.uk



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Quality Assurance of the Scheme

Maintaining the quality of the programme is the responsibility of the IMI awarding body, in this case IMI Awards. The awarding body is responsible for ensuring quality and standards are maintained to the required levels within all approved centres and that assessments are carried out as specified. The BVRLA is the approved centre for the IMI Accreditation Customer Service Advisor (Rental & Leasing) programme. A full list of our Centre Policies and Complaints policy are freely available upon request.

STRUCTURE OF THE ASSESSMENT

Levels of Accreditation

In the Rental & Leasing subsector, Customer Service Advisors may become accredited at the following levels:

- Customer Service Advisor – Level 2
- Senior Technical Customer Service Advisor – Level 3

In order to be eligible to take this IMI assessment, a candidate must:

- have a minimum level of industry experience in an appropriate role as follows:
 - for Customer Service Advisor 3 months
 - for (Senior) Technical Customer Service Advisor 2 years

or

- Technical Customer Service Advisor - hold a relevant NQF qualification at the level 3 (or equivalent CSA qualification) and have a minimum of one year's post qualification experience in an appropriate role.

Assessments and Methodology for Customer Service Advisor

In order to attain accreditation, candidates must demonstrate that they possess the identified 'core competences' for the role. This will be achieved via a series of practical assessments in conjunction with an on-line knowledge test. There are 4 tests in total for Customer Service Advisor accreditation.

1. *The On-line or Written Multiple Choice Test*



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Here, 30 questions are selected from a question bank. The latter will include, business orientation, customer orientation, Health and Safety, Service and Technical and Light Commercial Vehicle (LCV) questions – a pass mark of **60%** has been set.

Practical Assessments

2. *Written Exercise*

This is an individual exercise and candidates must not confer with other participants at any time. Candidates are required to give written answers to two scenarios: booking a vehicle in for a service and responding to a customer query letter. The assessor is looking for clear written responses, correct interpretation of the scenarios and the ability to offer viable solutions.

The maximum time permitted for the test is 45 minutes.

3. *Professional Discussion*

This is a verbal exercise during which the assessor will ask candidates a series of questions relevant to their job role. Candidates will be encouraged to answer using as much detail as possible. Giving “real life” examples from their own experience are recommended because they will add value and credibility. Use of “one-word” answers should be avoided.

The maximum time permitted for this test is 30 minutes.

4. *Customer-based Role Play* - The assessor will set the scene and play the role of an end user/company car driver. Candidates will be assessed on the following criteria:

- skills and ability to communicate effectively
- approachability and use of clear non-technical language
- ability to gather preliminary information and data on the vehicle / parts
- ability to prioritise
- an understanding of the detail of applicable rental / leasing contracts
- that you adopt the appropriate approach when dealing with customer issues
- ability to negotiate where necessary
- that you can correctly identify any additional customer requirements
- ability to give appropriate advice regarding associated services.
- capacity to work under pressure and make any appropriate decisions

The maximum time permitted for this test is 30 minutes.

Results, moderation and rules



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- Professional discussions and role play exercises will be recorded to assist the assessor in marking the exercises. Results are then sent to the BVRLA for sampling and moderation in accordance with IMI Awards rules. Results will be published within 10 working days of the assessment. Candidates will either receive full IMI accreditation or be referred for a re-take.
- Note: Customer Service Advisors who are referred on **up to two** of the practical core competences within the practical assessments will have to retake those assessments.
- All candidates must sign the IMI Code of Conduct (printed on the application form) prior to taking the assessment.
- All IMI candidates must submit an authenticated digital photograph of the candidate on the day of his/her practical assessment.
- Successful IMI candidates are accredited for three years and will receive a BVRLA training award certificate, IMI registration card and lanyard and IMI certificate.
- BVRLA members that employ IMI registered technicians may wish to tell their customers about their commitment to excellence.

FEES

Assessment and registration Customer Service Accreditation costs £350+VAT per candidate. This covers assessor fees, IMI registration, administration of the test centre, on-line testing, and issuing of IMI ID registration card and certificate.

Successful completion results in individuals being registered as 'IMI Accredited Advisors' on the IMI Awards Professional Register.

If you have any questions, please don't hesitate to get in touch.

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