



RENTAL & LEASING SECTOR Technical Customer Service Advisor

ATA ACCREDITATION – GUIDE FOR THE CANDIDATE

May 2010

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).

Automotive Technician Accreditation (ATA) was launched in June 2005 and is now assessing the rental and leasing sector's technical services advisors.

Under this programme, those working in technical customer service advisor and maintenance controller 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 ATA Customer Technical Services Accreditation will become 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 ATA Accreditation Technical Customer Service Advisor (Rental & Leasing) programme and what you can expect during the assessment.

Governance of the Scheme

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

The ATA Code of Conduct is printed on the ATA application form. All candidates should complete and sign the ATA Application Form and return it to me, Nora Leggett at the BVRLA, nora@bvrla.co.uk. Tel No. 01494 545713.

Quality Assurance of the Scheme

Maintaining the quality of the programme is the responsibility of the ATA 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 ATA Accreditation Technical Customer Service Advisor (Rental & Leasing) programme.

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STRUCTURE OF THE ASSESSMENT

National Occupational Standards

ATA Accreditation Technical Customer Service Advisor (Rental & Leasing) programme Automotive Technician Accreditation (ATA) is based upon the DRAFT motor industry national occupational standards. These standards have been developed by the IMI, the BVRLA and with the assistance of an expert working group drawn from the technical services departments of BVRLA members. The standards are currently in draft form awaiting final approval from the UK Commission for Education and Skills (UKCES). However, a copy of the critical competences is attached.

Levels of Accreditation

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

- Customer Service Advisor
- Technical Customer Service Advisor

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

- have a minimum level of industry experience in an appropriate role as follows:

- for Customer Service Advisor 3 months
- for 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 years post qualification experience in an appropriate role.

Assessments and Methodology

In order to attain each level of 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 6 tests in total.

1. The On-line test

Here, 30 questions are randomly 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.



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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 each question or task explaining, as appropriate, explaining why they would take a particular course of action. The final score will be based upon a combination of the written answer and its justification within the context you are given. The maximum time permitted for the test is 30 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.

4. **In-tray Exercise**

This is a timed, individual exercise designed to measure candidates’ ability to evaluate and prioritise effectively. Candidates must work alone and, once again, must not confer with other participants. The task is to sort through the “in-tray” (usually 8-10 items), rating each item by the following criteria: Each item is to be rated on its own, as a single item and **not** in relation to the other items in the tray.

Importance rating:

H = High	– Immediate action required
M = Medium	– Action within 8 hrs
L = Low	– Action within 24 hrs

Candidates must then write down at least one reason for their proposed action and explain why they have rated the item as high, medium or low priority. Marking will be based on both the rating and the explanation that accompanies it.

Note. Each item or case study must be addressed on its own. Candidates will be instructed not to rate the in-tray items in priority order in relation to each other.

The maximum time permitted for this test is 30 minutes.

5. **Dealer-based Role Play** - The assessor will set the scene and play the role of a dealer-based repairer. Candidates will be assessed on the following criteria:

- skills and ability to communicate effectively
- approachability and use of clear terminology



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- ability to gather preliminary information and data
- ability to prioritise
- an understanding of the detail of applicable rental / leasing contracts
- ability to adopt the appropriate approach when dealing with a leasing company - dealership relationship
- ability to negotiate where necessary
- capacity to correctly identify any additional or superfluous elements
- ability to pass appropriate judgement based upon sound industry knowledge and sub-sector expertise.
- capacity to work under pressure and within company guidelines
- capacity to evaluate situations taking into consideration three view points – the candidate's own company, the dealership and the end-user.

The maximum time permitted for this test is 30 minutes.

6. 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

- Professional discussions and role play exercises may be recorded to assist the assessor in marking the exercise. Results are then sent to the BVRLA for sampling and moderation in accordance with IMI Awards rules. Results will be published within 8-10 weeks of the assessment. Candidates will either receive full ATA accreditation or be referred for a re-take.
- Note. Technical 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. If referred on more than two, **all** of the assessments will have to be retaken - without exception.



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- All ATA candidates must sign the ATA Code of Conduct (printed on the application form) prior to taking the assessment.
- All ATA candidates must submit an authenticated digital photograph of the candidate on the day of his/her practical assessment.
- Successful ATA candidates are accredited for 5 years and will receive a BVRLA training award certificate, ATA registration card and lanyard and IMI ATA certificate.
- BVRLA members that employ ATA registered technicians may wish to tell their customers about their commitment to excellence. ATA promotional starter packs, ATA logos etc. can be downloaded for use on websites and printed materials. Go to **www.OKwithATA.com/toolkit**.

FEES

Assessment and registration for each candidate costs £295 plus VAT. Accreditation lasts for 5 years. This covers assessor fees, ATA registration, administration of the test centre, on-line testing and issuing of ATA ID registration card and certificate

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

A handwritten signature in blue ink that reads 'Nora Leggett'.

Nora Leggett
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