Unit Title:	**Customer expectations of customer service**
Unit number	1
Level:	1
Credit value:	2
Guided learning hours:	15
Unit reference number:	R/504/6242
Unit expiry date:	31/12/2017

Unit purpose and aim

This unit is about the different types of customer an organisation has, their expectations and how an organisation can meet those expectations. Learners will need to know how customer expectations link to customer satisfaction and how effective customer service can be delivered.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills

The Learner will:
1 Know the expectations of different customer types
	The Learner can:
	1.1 Describe the difference between an internal and external customer
	1.2 Identify the expectations of internal customers
	1.3 Identify the expectations of external customers
	1.4 Outline the link between customer expectations and customer satisfaction
	1.5 State why customer satisfaction is important to an organisation
		Candidates must have knowledge of:
		• the difference between an internal and external customer
		• the expectations of different customer types, e.g.
		  ▪ prompt and polite service
		  ▪ availability of products and services
		  ▪ accurate and up-to-date information
		• the link between customer expectations and satisfaction may be positive or negative
		• the importance to the organisation of customer satisfaction, e.g.
		  ▪ retention and loyalty
		  ▪ impact on profits
		  ▪ good/bad publicity
		  ▪ delivering internal standards

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
2 Know how effective customer service can be delivered	2.1 Identify the products and/or services of an organisation 2.2 Identify sources of information about an organisation's products and/or services 2.3 Describe how knowledge of an organisation's products and/or services helps in the delivery of effective customer service 2.4 Outline how the behaviour of individuals in an organisation can affect the customer experience 2.5 Outline how teamwork can affect the delivery of efficient customer service	Candidates must have knowledge of: • the products and/or services offered • sources of information on an organisation's products and/or services, e.g.: ▪ product datasheets or labels ▪ manufacturer's/ supplier's instructions and leaflets ▪ reading internal literature ▪ checking organisational intranets/websites ▪ attending team meetings/training sessions ▪ updates from team members • the information that would be found in these sources • how knowledge of products and/or services may help delivery of customer service, e.g.: ▪ communicate with confidence ▪ positive impression on the customers ▪ address issues with accuracy ▪ provide a prompt service • individual behaviours may include: ▪ appearance, communication techniques, language used, attitudes • teamwork may include: ▪ working towards common goals ▪ supporting each other ▪ utilising members' strengths ▪ communication, co-operation and contribution • effects may be positive or negative

Assessment

This qualification is internally assessed by centre staff and externally moderated by OCR Moderators.

Guidance on assessment and evidence requirements

Effective Customer Service:

Effective customer service (as detailed in this unit) requires all those involved in the delivery (teams and individuals) to follow their organisation's standards, procedures and practices so that the organisation meets customer expectations and produces customer satisfaction.

The evidence requirements for this unit are detailed on the corresponding OCR Candidate Evidence Checklist. This can be found on the Level 1 Principles of Customer Service web page on the OCR website (www.ocr.org.uk). If candidates are submitting a portfolio of evidence, a Candidate Evidence Checklist must be completed to signpost where the evidence requirements have been met.

The OCR Candidate Evidence Sheets have been designed to allow candidates to sufficiently meet all assessment criteria and evidence requirements contained within each unit. Therefore, if candidates have completed the OCR-produced Candidate Evidence Sheets, completion of an Evidence Checklist is not required.

Candidate Evidence Sheets can be found on the Principles of Customer Service web pages on the OCR website (www.ocr.org.uk).

Functional skills signposting

Training provided for customer service may help to prepare candidates for the functional skills assessment (eg report writing may be good preparation for English). It is likely however that further training would be needed to fully prepare candidates for functional skills assessment.

National Occupational Standards (NOS) mapping/signposting

This unit maps to aspects of units F1 and F3 competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

Resources

OCR Candidate Evidence Sheets have been produced to support candidates in producing appropriate evidence for this qualification. Centres may choose to:

- tailor these for candidates

- use these as a benchmark for devising their own evidence sheets to aid candidates

If centre-produced evidence sheets are used, these must allow candidates to achieve all evidence requirements contained on the OCR Evidence Checklists.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document *'Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk