

## OCR Level 2 Certificate in Principles of Customer Service

### Marking Guidance for Centre Assessors

#### Generic Guidance

All evidence **must** be marked before submission. This should be indicated through a tick and/or feedback comment on each marking point. Tutors should check that there are no gaps in the evidence. Incomplete evidence **should not** be submitted.

Centres must have an internal moderation process in place to ensure consistency of assessment across assessors. The internal moderator should sign the front cover of those Evidence Sheets that have been included in the internal sampling process.

Scribed work should be annotated with the scribe's initials. If candidates require a scribe, further guidance can be found in the JCQ document: *Access Arrangements, Reasonable Adjustments and Special Consideration 2012-2013*

<http://www.jcq.org.uk/exams-office/access-arrangements-and-special-consideration/regulations-and-guidance/access-arrangements-reasonable-adjustments-and-special-consideration-2012-2013>

Do not submit evidence in folders or plastic pockets but staple together the evidence sheets in an appropriate order. Responses should be individual to the candidate. Do not submit group coursework, handouts or downloads.

All evidence submitted must be legible.

If candidates have produced portfolios of evidence instead of the OCR Evidence Sheets, Candidate Checklists must be completed to accompany the submissions. These should signpost the specific page numbers where evidence can be found.

OCR is unable to return candidate work to centres, so **centres should take a copy before submitting** as evidence.

#### Specific Guidance

Candidates/Tutors should refer to the Glossary of Terms available on the Principles of Customer Service web pages to understand the requirements of command verbs such as: Identify, Describe, Explain (<http://www.ocr.org.uk/images/78223-glossary-of-terms.pdf>). Further guidance regarding these can be found on the OCR worked copies. Please refer to the worked copies to ensure that sufficient information is provided in responses.

All Units	
Assessment Requirement	Guidance
My chosen organisation is:	Candidates must adhere to the guidance provided in the Evidence Sheets/checklists regarding the use of their chosen organisation. For example, the guidance may read: <i>All responses in the evidence sheet must relate to this choice</i> . Failure to do so will lead to withdrawal of the unit.

<b>Unit 1</b>	
Identify <b>TWO</b> services and/or products the organisation offers	Candidates may include either: <ul style="list-style-type: none"> <li>• two services or</li> <li>• two products or</li> <li>• one service and one product</li> </ul>
For <b>each</b> give <b>ONE</b> feature and <b>ONE</b> associated benefit to the customer	A <b>feature</b> is part of a service/product that gives the customer an advantage.  The <b>benefit</b> is what the feature and advantage will do for the customer.  Further guidance can be found on the worked copies.
Define the term 'service offer'	Candidates should provide a generic definition of the term rather than one related specifically to the chosen organisation
Select <b>ONE</b> individual and <b>ONE</b> team from the <b>service chain</b>	Candidates <b>must</b> select one individual <b>and</b> one team. If their chosen organisation is small and does not consist of teams they should choose a team from elsewhere in the <b>service chain</b> .
Produce a flow chart showing the service chain of an organisation	The flow chart can be handwritten or word processed. It must be attached to the Candidate's Evidence Sheets. Assessors should tick the box on the front cover of the Evidence Sheets to confirm attachment.
Select <b>ONE</b> internal and <b>ONE</b> external customer. For <b>each</b> identify <b>THREE</b> characteristics	A support document titled <i>Customer Types and Characteristics</i> can be found on the Principles of Customer Service web page. A link is given below:  <a href="http://www.ocr.org.uk/images/83909-customer-types-and-characteristics.pdf">http://www.ocr.org.uk/images/83909-customer-types-and-characteristics.pdf</a>
<b>Unit 2</b>	
Select <b>THREE</b> procedures and/or practices for the organisation and explain how they relate to customer service delivery	A <b>procedure</b> is the steps to follow when delivering customer service. A <b>practice</b> is the accepted way of doing things e.g. dress code.  For <b>TWO</b> of the selected procedures and/or practices the authority of another person <b>must</b> be required to complete the customer transaction.
Identify <b>FIVE</b> pieces of current external legislation and/or regulation relating to the chosen job role	Candidates should include the full title and year of each piece of regulation/legislation when completing this assessment requirement.
<b>Unit 3</b>	
Provide examples of different types of body language (open, closed)	The examples of body language provided can be those demonstrated by the employee or the customer.

Please also refer to the OCR worked copies for these units. These provide further helpful hints, tips and guidance for consideration when completing and marking the Evidence Sheets.