

## OCR Level 3 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.

Assessment Requirement	Guidance
<b>All Units</b>	
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 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.
<b>Unit 4</b>	
Identify <b>TWO</b> examples of services and/or products of the chosen organisation	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> describe <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.
<b>ONE</b> customer expectation of the service offer	Customer <b>expectations</b> are what they want/need/anticipate the customer service delivery will provide to them. These can be tangible and intangible.
<b>TWO</b> policies and <b>TWO</b> procedures that could affect development of the service offer	A <b>policy</b> explains how the organisation will operate. A policy will set the organisation's guidelines for specific activities including conduct of personnel and processes for review of the policy.  A <b>procedure</b> lists the actions needed to implement an organisation's policy.
Describe the customer behaviours and personality	At least <b>three</b> indicators of behaviour and personality should be included in the description. These can include examples other than those listed in brackets on the Evidence Sheets.
Select <b>TWO</b> examples of improvements to service delivery in <b>TWO</b> different sectors. Identify <b>ONE</b> group/individual involved in the implementation	Candidates can include: <ul style="list-style-type: none"> <li>• two examples of groups involved <b>OR</b></li> <li>• two examples of individuals <b>OR</b></li> <li>• one of each.</li> </ul>
Produce a flow chart showing the service chain and attach to the evidence sheet	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.
<b>Unit 5</b>	
<b>ONE</b> organisational policy <b>ONE</b> organisational practice <b>ONE</b> organisational procedure	See unit 4 guidance for information regarding a policy and procedure.  A <b>practice</b> is the accepted way of doing things e.g. dress code.

<b>ONE</b> industry specific piece of legislation/code of practice is:	This must <b><i>NOT</i></b> be from any of the previous legislative areas identified in Assessment Requirement 2 (b). It must be unique to the organisation/sector.
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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.