Unit Title:	**Customer Care for IT & Telecoms Professionals**
OCR unit number:	223
Level:	4
Credit value:	12
Guided learning hours:	100
Unit reference number:	H/504/5502

Candidates undertaking this unit must complete real work activities in a work environment. Simulation is only allowed in exceptional circumstances (please refer to the centre handbook for further details).

Unit aim and purpose

This unit provides learners with the opportunity to understand the importance of customer care for IT & Telecoms professionals. The unit allows learners to build their knowledge and skills in understanding why good professional customer relationships are important to long term success of the business and how analysis of data can help drive service improvement.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Evaluate the importance of customer care for IT and Telecoms Professionals	**The Learner can:** 1.1 Describe the types of internal and external customers with whom IT and Telecoms Professionals interact 1.2 Compare and contrast the type of products and services the IT and Telecoms Professionals provide to customers 1.3 Explain what customer care involves for an IT and Telecoms Professional 1.4 Explain how different communication options can be used to meet the needs of customers 1.5 Describe a range of written and verbal communication techniques	Candidates must have an understanding of: • end users, both internal and external at different levels of experience, senior staff and managers, support staff, technical staff • technical support both software and hardware, remote support, training and guidance, helpdesk and higher levels of technical support, meeting SLAs, sales support, developing new services and requirements gathering, consulting, end-user contact centre (general public), contact centre (internal and B2B support) • empathic listening, identifying customer needs, handling complaints, dealing with 'user-error' problems, suggesting solutions and offering a

Learning Outcomes	Assessment Criteria	Teaching Content
		positive approach, effective communication both written and oral, leaving a good impression • different types of communication, video conferencing, face-to-face, phone, social media (including use of chat /IM systems e.g. IBM SameTime), email, long documents and formal communications • written communication styles, levels of formality, use of language and listening skills to understand customers and communicate effectively

2 Develop professional customer relationships	2.1 Explain organisational requirements and procedures for customer care
	2.2 Communicate effectively with customers verbally, in writing and electronically
	2.3 Develop and maintain professional relationships over time with customers
	2.4 Advise customers on products and services that would suit their needs
	2.5 Ensure that documentation and records of customer interaction are maintained and can contribute to service improvement
		Candidates must:
		• understand customer care strategies and policies for managing customer relations
		• understand customer care workflows and standards
		• know how to frame responses to circumstances and develop their soft skills of reflecting and directing communication to achieve clearly defined outcomes
		• know how to use customer relationship management techniques to
		   - build long term professional relationships
		   - manage customer expectations
		   - create a positive perception
		• understand customer requirements, provide product knowledge, identify benefits for customer of product/service
		• understand network leadership and know how to connect customers to others who can help

Learning Outcomes	Assessment Criteria	Teaching Content
		• understand customer relationship management workflows, features of customer contact systems, reporting issues and know how to maintain accurate maintenance of information
3 Improve the delivery of service	3.1 Evaluate the implications of customer satisfaction on the organisation 3.2 Evaluate methods for measuring customer satisfaction levels 3.3 Analyse and report on customer satisfaction information with recommendations for improving satisfaction levels	Candidate must: • understand the use of data analytics and measuring ROI impact of customer satisfaction • understand survey design, quantitative and qualitative methods for customer satisfaction measurement • understand how to analyse survey results, trends and themes, use of social media analytics tools and statistical analysis (descriptive statistics, Likert scales) • be able to write evaluation documents and present data, using infographics and presentation tools

Assessment

Candidates undertaking this unit must complete real work activities in order to produce evidence to demonstrate they are occupationally competent. Real work is where the candidate is engaged in activities that contribute to the aims of the organisation by whom they are employed, for example in paid employment or working in a voluntary capacity.

Simulation is only allowed for aspects of units when a candidate is required to complete a work activity that does not occur on a regular basis and therefore opportunities to complete a particular work activity do not easily arise. When simulation is used, assessors must be confident that the simulation replicates the workplace to such an extent that candidates will be able to fully transfer their occupational competence to the workplace and real situations.

Internal quality assurance personnel must agree the use of simulated activities before they take place and must sample all evidence produced through simulated activities.

It is the assessor's role to satisfy themselves that evidence is available for all performance, knowledge and evidence requirements before they can decide that a candidate has finished a unit. Where performance and knowledge requirements allow evidence to be generated by other methods, for example by questioning the candidate, assessors must be satisfied that the candidate will be competent under these conditions or in these types of situations in the workplace in the future. Evidence of questions must include a written account of the question and the candidate's

response. Observations and/or witness testimonies must be detailed and put the evidence into context ie the purpose of the work etc.

All of the assessment criteria in the unit must be achieved and clearly evidenced in the submitted work, which is externally assessed by OCR.

Evidence for the knowledge must be explicitly presented and not implied through other forms of evidence.

Evidence requirements

All aspects of the assessment criteria must be covered and evidence must be available that shows where and how the assessment criteria have been achieved.

Assessment Criteria – Learning Outcome 1

Candidates should provide evidence of:

- Profiles of types of customer and the situations in which IT and Telecoms professionals might interact with them
- Analysis of services and products offered by IT and Telecoms companies and comparisons between them
- A presentation explaining typical customer care activities and situations where a range of customer care techniques and strategies are used
- Develop a customer communications plan to identify options for a variety of support styles using a range of technologies
- A comprehensive description of writing, speaking and listening techniques to handle a variety of the common contact scenarios described in LO1.3

Assessment Criteria – Learning Outcome 2

Candidate should produce a portfolio containing a range of material which demonstrates that the skills required for effective communication and organised record keeping are used.

The portfolio should provide evidence of

- an understanding of organisational procedures for managing customer care activity with examples of how those procedures are applied
- A range of examples of how individual customer relationships have developed over time
- A number of case studies of where advice on the provision of services and products has been given
- Examples of how well maintained records have contributed to service improvement

Assessment Criteria – Learning Outcome 3

Candidates should produce a, report or presentation to evidence:

- the effects on business performance of customer satisfaction both positive and negative
- an evaluation of the methods used to measure customer satisfaction including
    - tools and techniques
    - specialist software
    - quantitative data analytics and qualitative approaches
- a study of a particular service or product and levels of customer satisfaction which includes evidence to support suggested improvements

Guidance on assessment and evidence requirements

Learners will benefit from being encouraged to exercise autonomy and judgement to take responsibility for their own personal and professional development, adapt their thinking and reach considered conclusions, when working with others.

Learners would benefit from being presented with subject/sector-relevant problems from a variety of perspectives and from being given the opportunity to explore them using a variety of approaches and schools of thought. For example, developing strategies for dealing with antagonised customers from a helpdesk support role, a remote technical support role and a customer service manager role.

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

Resources

The Compassionate Geek: Mastering Customer Care for IT Professionals (2011) Crawley D, Senness P , CreateSpace Publishing ISBN-13 978-1453712788

http://www.instituteofcustomerservice.com/

Perfect Phrases for Customer Service (2005), Bacal R, McGraw Hill

Customer Care Excellence: How to Create an Effective Customer Focus

Customer Satisfaction Measurement for ISO9000:2000 (2002), Self B, Roche G, Hill N, Taylor and Francis ISBN-13 9780750655132

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 .