OCR
Oxford Cambridge and RSA

Unit Title:	Principles of customer relationships
OCR unit number:	52
Level:	2
Credit value:	3
Guided learning hours:	18
Unit reference number:	K/503/8194

Unit aim and purpose

This unit aims to aims to develop knowledge and understanding of customers, and the relationship between customers and organisations. Upon completion of this unit, learners will have developed an understanding of customers and their needs, and of an organisation's responses to customer relationships. They will have also developed an understanding of the principles of customer relationship management.

Learning Outcomes	**Assessment Criteria**
The Learner will:	**The Learner can:**
1 Understand customers and their needs	1.1 Describe the importance of understanding customers' wants and needs 1.2 Explain the role of segmentation in identifying customers' likely wants and needs 1.3 Describe the factors that motivate customers to buy 1.4 Explain the importance of seeking customer feedback on performance, products and/or services
2 Understand an organisation's responses to customer relationships	2.1 Describe an organisation's marketing objectives and activities 2.2 Explain the importance of developing customer service plans and customer relationships plans 2.3 Describe an organisation's system for relationship management 2.4 Describe an organisation's customer care programme 2.5 Describe the system for communicating with customers 2.6 Explain the importance of a consistent level of service 2.7 Explain the link between customer satisfaction and sales growth 2.8 Explain the importance of using customer feedback to enhance performance, products and/or services
3 Understand the principles of customer relationship management	3.1 Explain the concept and principles of relationship management 3.2 Explain the importance of keeping promises made to customers 3.3 Explain the importance of balancing customers' needs with those of the organisation 3.4 Explain the importance of keeping customers informed of progress, problems, issues and the actions undertaken in support of them 3.5 Explain how to identify added value that could be offered to customers.

© OCR 2014

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

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 .

© OCR 2014