Unit Title:		**Principles of communication and customer service in a contact centre**
OCR unit number		6
Sector unit number:		CCTC7
Level:		2
Credit value:		2
Guided learning hours:		12
Unit reference number:		L/503/0377

Unit purpose and aim

This unit concerns knowing the rules of communication and customer service, understanding how to deliver customer service through a contact centre and knowing how to communicate with internal or external customers in written or electronic form in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Know the rules of communication and customer service in a contact centre	**The Learner can:** 1.1 Describe procedures for greeting and identifying customers and closing and recording customer contact	Candidates should have an understanding of: • procedures covering activities such as - call answering targets - call opening i.e. company name, own name and department - authorisation of caller identify and validating requests - call closing i.e. confirm customer requirements have been met, agree future action, confirm any timescales, provide contact details - logging customer information i.e. written or electronic
	1.2 Describe the regulatory requirements for dealing with customers	• regulatory requirements such as - Data Protection Act - Financial Services Act - Distance Selling Regulations - consumer protection - others specific to the organisation

Learning Outcomes	Assessment Criteria	Teaching Content
	1.3 Describe what is meant by a "service offer"	- the meaning of 'service offer' including - the products or services - price - competitors service offer - limitations i.e. financial, resources, availability, accessibility
	1.4 Describe how the service offer is communicated to customers	- how the service offer is communicated - by individual employees - by the organisation - electronically i.e. SMS, IVM, website, emails, e-bulletins/newsletters - other mediums i.e. newspapers/magazines, leaflets, television
2 Understand how to deliver customer service through a contact centre	2.1 Explain the features and benefits of products and/or services offered or supported by a contact centre	Candidates should have an understanding of: the difference between features and benefits of a range of products or services
	2.2 Explain why it is important to identify and confirm customers' needs	- the importance of identifying and confirming customers' needs such as - to focus on addressing their needs - to meet their expectation - to recognise own limitations - to escalate to an appropriate person
	2.3 Explain how to make matches to products and/or services from information provided by customers	- how to match products or services such as - questioning techniques i.e. open, closed, probing - active listening skills - overcoming barriers e.g. language, ethnicity, culture, individual needs

Learning Outcomes	Assessment Criteria	Teaching Content

	2.4 Explain the importance of informing customers of what is happening and the reasons for any constraints or limitations	• the importance of keeping customers informed including
		  - to meet their expectations
		  - to maintain the company brand or image
		  - to reduce complaints
		• constraints and limitations including
		  - limitations of own authority
		  - balancing the needs of the business and the customer
		  - financial
		  - resources

	2.5 Explain the techniques for establishing a rapport with customers	• techniques including
		  - verbal e.g. tone, intonation, feedback, positive and negative language
		  - non-verbal e.g. smiling while talking, body language, hearing and listening
		  - empathy

3 Know how to communicate with internal or external customers in written or electronic form in a contact centre	3.1 Describe how to identify when a customer would benefit from written or electronic communication	Candidates should have an understanding of:
		3.1 communication with an internal or external customer including
		  - written e.g. message, memo, letter, report
		  - electronic e.g. email, SMS text messaging, IVM messaging, telephone

	3.2 Describe the importance of adhering to guidelines for written or electronic communications	• importance of adhering to guidelines such as
		  - organisational guidelines
		  - regulatory guidelines
		  - to promote the company image
		  - to prevent misunderstandings and complaints
		  - to comply with regulations

Learning Outcomes	Assessment Criteria	Teaching Content
	3.3 Describe how the language used in written or electronic communication affects customers' attitudes	• the effects on customers' attitudes such as - confusion and/or anger leading to dissatisfaction - satisfaction leading to retention - working relationships
	3.4 Describe the importance of proof-reading before sending written or electronic communications	• the importance of proof reading communications to prevent issues such as - inappropriate use of language, jargon, spelling, punctuation and grammar - lack of clarity in explanation/description - failure to comply with organisational guidelines - failure to comply with regulations

Assessment

This unit is internally assessed by centre staff (e.g. teachers/tutors, support workers, carers, assessors) and externally verified by OCR.

Guidance on assessment and evidence requirements

Please refer to the OCR Centre Handbook available from the OCR website www.ocr.org.uk.

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

National Occupational Standards (NOS) mapping/signposting

Occupational standards	Unit number	Title
Contact centre	14	Deliver customer service through a contact centre
Contact centre	24	Communicate information to customers in different but familiar contexts through a contact centre

Functional skills signposting

Training provided for contact centre operations may help to prepare candidates for the functional skills assessment (e.g. 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.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening		Representing		Use ICT systems	
Reading		Analysing		Find and select information	
Writing		Interpreting		Develop, present and communicate information	

Resources

OCR evidence sheets have been produced to support candidates in producing appropriate evidence for these qualifications. Centres may choose to:

- tailor these for candidates

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

Candidate evidence checklists can be found in the Contact Centre Operations section containing on the OCR website: http://www.ocr.org.uk.

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.