

Unit Title:	Monitor and solve customer service problems
Unit number	C5
Level:	3
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

The learner's job involves delivering and organising excellent customer service. However good the service provided, some of their customers will experience problems and the learner will spot and solve other problems before their customers even know about them. This Unit is about the part of their job that involves solving immediate customer service problems. It is also about changing systems to avoid repeated customer service problems. Remember that some customers judge the quality of their customer service by the way that the learner solves customer service problems. The learner can impress customers and build customer loyalty by sorting out those problems efficiently and effectively. Sometimes a customer service problem presents an opportunity to impress a customer in a way that would not have been possible if everything had gone smoothly.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Solve immediate customer service problems</p>	<p>The Learner can:</p> <p>1.1 Respond positively to customer service problems following organisational guidelines</p> <p>1.2 Solve customer service problems when they have sufficient authority</p> <p>1.3 Work with others to solve customer service problems</p> <p>1.4 Keep customers informed of the actions being taken</p> <p>1.5 Check with customers that they are comfortable with the actions being taken</p> <p>1.6 Solve problems with service systems and procedures that might affect customers before customers become aware of them</p> <p>1.7 Inform managers and colleagues of the steps taken to solve specific problems</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> Follow organisational guidelines when responding to problems Deal with problems within their limits of authority Refer problems outside of their authority Work with others to resolve problems Keep customers informed of actions being taken and obtain their agreement Deal with potential customer problems before they arise Inform relevant personnel of steps taken to resolve problems

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Identify repeated customer service problems and options for solving them</p>	<p>2.1 Identify repeated customer service problems</p> <p>2.2 Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option</p> <p>2.3 Work with others to select the best option for solving a repeated customer service problem, balancing customer expectations with the needs of the organisation</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> • Identify repeated problems • Identify options to address repeat problems • Work with others to select appropriate options to solve repeated problems
<p>3 Take action to avoid the repetition of customer service problems</p>	<p>3.1 Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated</p> <p>3.2 Action their agreed solution</p> <p>3.3 Keep their customers informed in a positive and clear manner of steps being taken to solve any service problems</p> <p>3.4 Monitor the changes they have made and adjust them if appropriate</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> • Obtain appropriate authority to change organisational procedures/guidelines to prevent repeat problems • Implement the agreed solution • Keep customers informed of progress • Monitor the changes made
<p>4 Understand how to monitor and solve customer service problems</p>	<p>4.1 Describe organisational procedures and systems for dealing with customer service problems</p> <p>4.2 Describe the organisational procedures and systems for identifying repeated customer service problems</p> <p>4.3 Explain how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with service partners or internal customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • Organisational procedures and systems for dealing with customer problems • Organisational procedures and systems for identifying repeat problems • Why it is important to resolve customer problems effectively • How to negotiate with customers about the resolution of the problem and reassure them that it is being addressed

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.4 Explain how to negotiate with and reassure customers while their problems are being solved	

Assessment

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

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your evidence must include examples of problems which are:
 - a brought to your attention by customers
 - b are identified first by you and/or by a colleague.
5. The problems included in your evidence must include examples of a:
 - a difference between customer expectations and what is offered by your organisation
 - b problem resulting from a system or procedure failure
 - c problem resulting from a shortage of resources or human error.
6. You must show that you have considered the options for solving problems from the point of view of:
 - a your customer
 - b the potential benefits to your organisation
 - c the potential risks to your organisation.
7. You must provide evidence that you have made use of options that:
 - a follow organisational procedures or guidelines
 - b make agreed and authorised exceptions to usual practice.

Guidance on assessment and evidence requirements

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

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

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