

Unit Title:	Handle referred customer complaints
OCR unit number	C08
Level:	4
Credit value:	10
Guided learning hours:	67

Unit purpose and aim

However effectively customer service is organised, customers make complaints from time to time. In some organisations, it is simply a matter of procedure for all complaints to be handled by particular people. Sometimes, front-line staff or supervisors can deal with these complaints, however, often more senior staff must deal with the complaint. This is either because of the severity of the complaint and its implications for the organisation, or because the customer will accept the solution only if it is dealt with at a senior level. This may require someone with the authority and influence to adapt existing policies and procedures to find an acceptable solution. It is also important for this person to explore patterns and trends in significant complaints and recommend changes to policies and procedures to avoid repetition.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1. investigate referred customer complaints</p>	<p>The Learner can:</p> <p>1.1 collect all the available information on the nature of the complaint and identify and analyse the organisational implications of the complaint</p> <p>1.2 take personal responsibility for dealing with the complaint subject to the limits of their authority</p> <p>1.3 keep their customer informed about what steps are being taken to deal with the customer's complaint</p> <p>1.4 follow the correct procedures if their customer wishes to escalate the complaint even higher or if the complaint has wider implications for the</p>	<p>Candidates should have an understanding of:</p> <p>Their organisation's policies and procedures relating to the handling of customer service complaints.</p> <p>How to take personal responsibility for complaint handling within the limits of their authority.</p> <p>How to collect, identify and analyse complaints and their implications for the organisation.</p>

	organisation.	
2. take action to deal with referred customer complaints	<p>2.1 identify a range of possible solutions that balance customer expectations and the organisation's service offer</p> <p>2.2 liaise with their customer and colleagues to negotiate an acceptable solution</p> <p>2.3 agree a solution that adapts current policies and procedures within their own authority and furthers their organisation's aims and objectives</p> <p>2.4 implement the agreed solution and liaise with their customer to ensure that the customer is satisfied with the action that has been taken</p>	<p>Candidates should have an understanding of:</p> <p>Their organisation's policies and procedures relating to the handling of customer service complaints.</p> <p>Their organisation's service offer.</p> <p>How to identify possible solutions that balance customer expectations with this service offer, liaise with customers and negotiate suitable solutions.</p> <p>When it is possible to adapt current complaint handling policies and procedures.</p>
3. identify repeated customer complaints and recommend changes to policies and procedures	<p>3.1 identify patterns and trends in customer complaints</p> <p>3.2 analyse trends in customer complaints</p> <p>3.3 identify solutions acceptable to their customers that fit the organisation's service offer</p> <p>3.4 identify possible changes to customer service policies and procedures</p> <p>3.5 consider the benefits and drawbacks of each possible change in terms of balancing customer service and organisational aims</p> <p>3.6 select an option for change and follow organisational procedures to ensure that their recommendations come to the attention of decision makers</p>	<p>Candidates should have an understanding of:</p> <p>Their organisation's policies and procedures relating to the handling of customer service complaints.</p> <p>How to identify and analyse patterns and trends in customer complaints.</p> <p>When it is possible to consider and adapt current complaint handling policies and procedures, identifying benefits and drawbacks of possible changes.</p>

<p>4. understand how to handle referred customer complaints</p>	<p>4.1 explain the importance of minimising customer complaints and dealing with them effectively and promptly when they occur</p> <p>4.2 explain their organisation's complaints procedures and the limits of their authority</p> <p>4.3 describe the procedures they must follow if a complaint is likely to be escalated or have wider implications</p> <p>4.4 describe the types of complaints that could have wider implications for their organisation</p> <p>4.5 explain why it is important to communicate with their customer at all stages of the complaints procedure</p> <p>4.6 explain how to devise solutions that balance customer expectations and organisational aims</p> <p>4.7 explain why it is important to identify and present to the customer a range of possible options</p> <p>4.8 explain why it may be necessary sometimes to adapt organisational policies and procedures to provide a solution acceptable to their customer and how they could justify this</p> <p>4.9 research how to identify trends and patterns in customer complaints and solutions</p> <p>4.10 describe how to explore the implications of these patterns and trends for their organisations policies and procedures</p> <p>4.11 explain how to recommend changes to organisational policies and procedures</p>	<p>Candidates should have an understanding of:</p> <p>Their organisation's policies and procedures relating to the handling of customer service complaints.</p> <p>How to research ways of identifying trends and patterns in complaints and solutions.</p> <p>Candidates must be able to explain:</p> <p>The importance of minimising customer complaints, types of complaints and wider implications for the organisation.</p> <p>The procedures to follow if a complaint is likely to escalate or have wider implications for the organisation.</p> <p>How to communicate with customers at all stages of the complaints procedure and devise and present a range of possible options.</p> <p>Why it may sometimes be necessary to adapt organisational policies and procedures to provide suitable solutions and how to recommend change..</p> <p>How to explore implications of patterns and trends in customer complaints.</p>
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Assessment

Specified in the Customer Service Assessment Strategy 2010

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 for your assessor to be confident that you are competent.

4. You must provide evidence that you have collected and analysed:

- qualitative information
- quantitative information.

5. You must show that you have dealt with complaints from customers who are:

- prepared to accept your proposed solutions
- not prepared to accept your proposed solutions.

6. The complaints included in your evidence must include examples of:

- a difference between customer expectations and what is offered by your organisation
- a problem resulting from a system or procedure failure
- a problem resulting from a shortage of resources or human error.

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