

# SKILLS FOR BUSINESS

## STUDENT GUIDE

OCR LEVEL 3 CERTIFICATE IN PRINCIPLES OF  
CUSTOMER SERVICE (09629)

Within the Apprenticeship Framework for

# Customer Service

SKILLS FOR  
BUSINESS

OCR 

# STUDENT GUIDE

## INTRODUCTION

You are about to start the OCR Level 3 Certificate in Principles of Customer Service. We wish you every success and hope that this will be one of many OCR qualifications which you take throughout your life.

This guide has been designed to give you information about:

- the aims and structure of your qualification
- the people who will be involved in your qualification and what they will do
- the assessment process you will go through in order to gain your qualification
- the evidence you have to produce to show you can work to the required standards
- any extra forms you will use to help you



# ARE YOU STUDYING THIS QUALIFICATION AS PART OF AN APPRENTICESHIP FRAMEWORK?

The framework describes the qualifications that an apprentice has to achieve to successfully complete an Apprenticeship in Customer Service.

The components in this Apprenticeship are:

COMPETENCE	TECHNICAL KNOWLEDGE	KEY SKILLS/ FUNCTIONAL SKILLS/ ESSENTIAL SKILLS WALES	EMPLOYMENT RIGHTS AND RESPONSIBILITIES	PERSONAL LEARNING AND THINKING SKILLS
Level 3 NVQ Diploma in Customer Service	Level 3 Certificate in Principles of Customer Service	Application of Number Level 2 Communications Level 2 or Maths Level 2 English Level 2	Delivered through Skills CfA Employer Rights and Responsibilities workbook	Personal Learning and Thinking Skills has been mapped where evidence is naturally occurring through the mandatory units of competence. Skills CfA has provided guidance on how further evidence can be obtained through completion of the units. <a href="http://www.skillsdfa.org/apprenticeships/resources.html">www.skillsdfa.org/apprenticeships/resources.html</a>

This qualification satisfies the technical knowledge required to complete an Advanced Apprenticeship in Customer Service.

# ABOUT THIS QUALIFICATION

The OCR Customer Service suite of qualifications provides candidates with high quality, nationally recognised qualifications. The OCR Level 3 Certificate in Principles of Customer Service (09629) is designed to recognise candidates' understanding of customer service and their level of interpersonal skills when dealing with complex and non-routine customer service issues.

The qualification is nationally-recognised and credit-based, providing valuable opportunities for individuals to gain the underpinning knowledge and understanding required when working in customer service related roles.

## Qualification aims

The OCR Level 3 Certificate in Principles of Customer Service underpins the full breadth of essential knowledge and understanding that would be needed by a competent employee functioning in a complex customer service role.

It also provides accreditation for the interpersonal skills identified as critical for anyone working, or intending to work, within a customer service environment whether their work involves direct or indirect contact with external or internal customers. It will also be suitable for those who are studying in preparation for employment in job roles where they will be expected to work autonomously in carrying out activities with significant customer service focus.

The qualification meets the requirements for the technical element required in the Level 3 Apprenticeship framework in customer service and is a test of the essential knowledge underpinning units in the Level 3 NVQ Diploma in Customer Service.

## Qualification structure

The national occupational standards for your qualification have been grouped into the main activities which make up a job. These groups of activities are called units.

**Mandatory units** – you will have to achieve all of these to get your qualification.

Each unit has:

- **a unit aim** - this explains what the unit is all about and relates the unit content to typical tasks you may carry out
- **learning outcomes** - these set out what you are expected to know, understand or be able to do as a result of the learning process
- **assessment criteria** - these detail the requirements that you will be assessed against in order to evidence the learning outcomes
- **evidence requirements** - these detail the context in which the learning outcomes and assessment criteria should be met.



# WHO WILL BE INVOLVED IN YOUR QUALIFICATION

Assessment of your qualification is carried out at your centre. Your centre may be your place of work, a college, training agency or combination of these. The people involved in the assessment process are listed below.

An **assessor** will:

- Help you to plan and organise your workload
- Examine your work against the assessment criteria identified in the unit and assignment
- Identify gaps in evidence, provide feedback and offer advice
- Verify your achievements and maintain records of them.

An **external moderator** will:

- Be allocated to your centre by OCR
- Moderate the assessment decisions made by your assessor(s) by sampling work submitted
- Check that the centre is following the correct assessment procedures
- Complete feedback reports for your centre.



# ASSESSMENT

All units for these qualifications are centre-assessed and OCR-moderated. Assessors will work with you to meet all of the assessment criteria within the units. To help assessors with this, OCR has produced Candidate Evidence Sheets and Candidate Evidence Checklists:

- The Candidate Evidence Sheets act as workbooks for completion. These are available for each unit and allow you to work through and complete each assessment criterion.
- The Candidate Evidence Checklists act as both a checklist and a signposting document. These must be completed by the assessor if you have produced a portfolio of evidence rather than the Evidence Sheets.

When your assessor is satisfied that you have met all of the requirements for a unit, they must confirm this by signing the Candidate Evidence Sheet or Candidate Evidence Checklist for that unit to show that the assessment process is complete.

## Assessment evidence

There are various assessment methods that can be used as evidence for this qualification. These will be explained in more detail in the next section of this guide.

## Assessment feedback

Your assessor will give you specific feedback on your performance after assessment. You will also meet regularly to review your progress and evidence.

## Assessment decisions

When you think you have completed a unit, your assessor will make the final assessment decision. Remember that you must provide enough evidence to meet all the criteria in every unit you are claiming. You must meet all of the learning outcomes and assessment criteria.



# RECORDING EVIDENCE

Candidate Evidence Sheets and Candidate Evidence Checklists have been produced to support you in producing appropriate evidence for this qualification. You should complete only one of the following:

## Candidate Evidence Sheets

The Candidate Evidence Sheets act as workbooks for you to complete. A Candidate Evidence Sheet is available for each unit within the qualification and can be found on the OCR website:

[http://www.ocr.org.uk/qualifications/type/qcf/cus\\_ser/pr\\_csk\\_l3\\_cert/documents/](http://www.ocr.org.uk/qualifications/type/qcf/cus_ser/pr_csk_l3_cert/documents/)

These have been designed to allow you to sufficiently meet all assessment criteria and evidence requirements contained within each unit. They can be printed and handwritten or word processed.

## Centre-devised Assignments/Workbooks

Centre-devised assignments/workbooks may be produced as an alternative. If these are used, your centre must ensure that they allow you to meet all of the assessment criteria and evidence requirements of the unit. Each assessment criteria should be referenced within the assignment/workbook so that it is absolutely clear where it has been met. Your centre must also take into consideration the assessment requirements contained within the OCR-produced checklists, to ensure that your candidate responses cover each assessment criteria sufficiently and consistently.

## Portfolios of Evidence and Candidate Evidence Checklists

If you produce a portfolio of evidence, your centre must complete the OCR Candidate Evidence Checklists (please see web address above) to ensure sufficiency of coverage for each assessment criteria, and to signpost where evidence can be found within your portfolio.

## Witness Statement

When you have completed your work, Evidence Sheets, workbooks or checklists must be signed in the witness statement area **by both you and your assessor before submission**, to confirm that the work has been individually produced by you and that the assessor is satisfied that all criteria have been sufficiently met.

## Copyright and plagiarism

Assessors must be confident that the work they mark is your own work. This does not mean that you must be supervised throughout the completion of all work but the assessor must exercise sufficient supervision, or introduce sufficient checks, to be in a position to judge the authenticity of your work.

Students must not plagiarise. Plagiarism is the submission of another's work as one's own and/or failure to acknowledge the source correctly. Plagiarism is considered to be malpractice and could lead to you being disqualified. It is therefore important you understand that work you submit must be your own. You may refer to research, quotations or evidence but you must list your sources.



# CUSTOMER SERVICE JOB ROLES

Customer Service roles can be diverse in nature, from those specifically dedicated to providing customer-facing service for organisations (such as working on a customer service desk), to those where customer service is an inherent aspect of the job role, such as a Dental Nurse or Postman.

The following list is designed to provide an example of the types of roles that necessitate good customer service skills. It is in no way intended to be an exhaustive list:

## Level 2

Customer Service Agents  
Customer Service and Sales Representatives  
Reception Desk Administrators (Hotel, Leisure Centre, Solicitors etc)  
Customer Service and Sales Desk Assistants  
Call Centre Operators  
Shipping Clerks  
Helpdesk Assistants  
Customer Service Operatives  
Waiter/Bar Tender  
Sales Assistant/Personal Shopper  
Courier  
Hairdresser/Beautician  
Benefits Adviser  
Housing Warden  
Community Police Officer (patrol and front desk)  
Transport Worker (ticket office, travel adviser)  
Dental Nurse  
Bus Driver  
Postman  
Travel Agent

## Level 3

Sales Team Supervisor  
Customer Service Team Leader  
PR Assistant  
Marketing Executive  
Senior Sales Assistant  
Department Manager  
Buyer/Merchandiser  
Manager (restaurant, bar, retail, office, warehouse)





# UNIT 3 (D/502/9654)

## UNDERSTAND THE USE OF COMMUNICATION IN CUSTOMER SERVICE

### THIS IS A MANDATORY UNIT

This unit requires you to understand the communication techniques and use of language needed to ensure customers' expectations are met across a range of situations. To provide good customer service you must understand what customers want and how they feel. This means that you need to understand the need to share information with the customer and listen carefully to what they say.

The unit is divided into three outcomes:

1. Understand non-verbal communication techniques when delivering customer service
2. Understand verbal communication techniques when delivering customer service
3. Understand when communication with a customer should be referred to someone else within an organisation.



## UNIT 3 (D/502/9654)

### UNDERSTAND THE USE OF COMMUNICATION IN CUSTOMER SERVICE

#### Learning outcome 1 - Understand non-verbal communication techniques when delivering customer service

**Assessment criteria. I can:**

1.1 Identify non-verbal communication techniques including:

- Hearing and listening
- Body language

1.2 Explain how non-verbal communication can impact on customer service delivery including:

- Positive
- Negative
- Potential barriers

#### Learning outcome 2 - Understand verbal communication techniques when delivering customer service

**Assessment criteria. I can:**

2.1 Identify verbal communication techniques including:

- Types of questioning
- Use of tone and inflection
- Clarity of speech and language
- Ways to check understanding
- Summarising

2.2 Explain how verbal communication can impact on customer service delivery including:

- Positive
- Negative
- Potential barriers



**UNDERSTAND THE USE OF  
COMMUNICATION IN CUSTOMER  
SERVICE**

**Learning outcome 3 - Understand when communication with a customer should be referred to someone else within an organisation**

**Assessment criteria. I can:**

- 3.1 Describe cues that indicate communication with a customer should be referred to someone else within an organisation
- 3.2 Identify what information would be useful to the colleague to whom you pass the situation

**Key terms**

**Non-verbal communication in customer service**

The communication methods used by sending and receiving messages through gestures, body language, facial expression and eye contact. Written communication such as emails, memos and messages.

**Verbal communication in customer service**

The use of different verbal techniques when dealing with a customer, using open and closed questions, probing questions, tone and inflection.

**Customer should be referred to someone else**

The point when communication with a customer needs to be handed to someone else, levels of responsibility, seeking clarity of the information and ensuring all details are forwarded to the receiving colleague.



**Points to note**

Various roles in customer service need different levels of communication skills, these could be direct face to face, written through emails or memos, telephone contact or a mixture of all.



**Did you know?**

Good positive customer communication is vital for all aspects of business. To understand your customer's requests ensures the prompt and efficient delivery of services and product requirements.

# UNIT 4 (H/502/9655)

## UNDERSTAND THE PRINCIPLES OF CUSTOMER SERVICE DELIVERY IN DIFFERENT SECTORS

### THIS IS A MANDATORY UNIT

This unit requires you to understand the principles that apply to customer service delivery in organisations in different sectors.

The unit is divided into three outcomes:

1. Understand how organisations carry out customer service in a particular sector
2. Understand the importance of using effective communication techniques with customers in all sectors
3. Understand how organisations in different sectors deliver customer service.



## UNIT 4 (H/502/9655)

### UNDERSTAND THE PRINCIPLES OF CUSTOMER SERVICE DELIVERY IN DIFFERENT SECTORS



#### Learning outcome 1 - Understand how organisations carry out customer service in a particular sector

##### Assessment criteria. I can:

1.1 Describe the services and/or products of an organisation to include:

- The service offer
- Features and benefits
- How customer expectations are met

1.2 Analyse how an organisation develops its service offer to include:

- Organisational priorities
- Policies and procedures
- Customer expectations
- Customer loyalty
- Ethical and value base
- Competition
- Cost
- Resource limitations
- Service chain
- Continuous improvement
- Teamwork
- Balancing customer and organisational needs

1.3 Evaluate how an organisation's policies and procedures ensure consistent service delivery

**UNDERSTAND THE PRINCIPLES OF  
CUSTOMER SERVICE DELIVERY IN  
DIFFERENT SECTORS**

**Learning outcome 2 - Understand the importance of using effective communication techniques with customers in all sectors**

**Assessment criteria. I can:**

2.1 Identify the main communication techniques used in customer service

2.2 Explain how effective communication techniques meet the needs of customers to include:

- Communication techniques
- Behaviours and personalities
- Diverse groups of customers
- The needs of different sectors

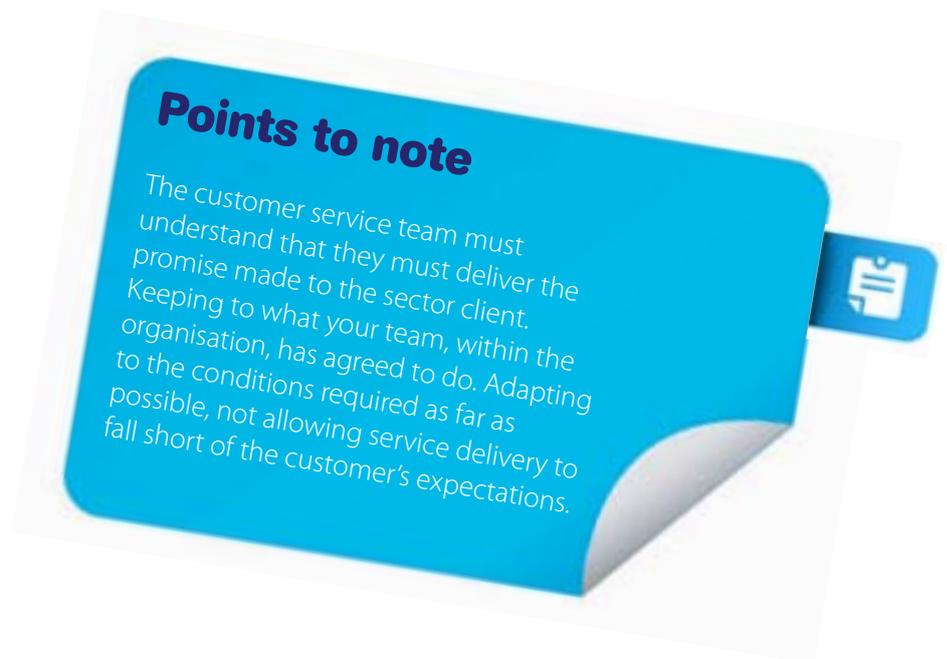
2.3 Analyse how communication techniques and individual behaviour affect the implementation of improvements to service delivery

**Learning outcome 3 - Understand how organisations in different sectors deliver customer service**

**Assessment criteria. I can:**

3.1 Analyse the customer service approach of different sectors to include:

- Public sector or third sector
- Commercial
- Competitive edge and best value



## UNIT 4 (H/502/9655)

### UNDERSTAND THE PRINCIPLES OF CUSTOMER SERVICE DELIVERY IN DIFFERENT SECTORS

#### Did you know?

That the core customer service offer may not be enough for all customers, this level of service (although very good) provides the basic products and services. It is unlikely, however, to satisfy some customers because they have experienced better service elsewhere.

Quote: 'Its not the employer who pays the wages. Employers only handle the money. It's the customer who pays the wages' Henry Ford

#### Key terms

##### Customer expectations

Sectors will have different needs and requirements. Customers are unique so the benefit of a service offer to one may not apply to another. Features and benefits should be developed and evaluated in line with accurate and up to date information.

##### Resource limitations

The balance between the customer requirements and the realistic provision of the service. The service chain must have the ability to meet all possible service offer prerequisites. Examples may be delivery timescales, trading hours, hygiene, health and safety.

##### Consistent service delivery

As the relationship is developed with the customer, continuous improvement will be expected. The service offer will remain attractive if benefits to the customer are exceeded.

##### Competitive edge and best value

The planning detail should show implementation targets: limitations, adaptations, training requirements and record keeping. This shows the customer how the customer service team will react to their requirements and needs.



# UNIT 5 (K/502/9656)

## UNDERSTAND THE PRINCIPLES OF MAKING IMPROVEMENTS TO CUSTOMER SERVICE

### THIS IS A MANDATORY UNIT

This unit requires you to understand the requirements that impact on improvements to customer service delivered by organisations, including external legislation. You will also understand how to propose and implement improvements to customer service.

The unit is divided into three outcomes:

1. Understand internal requirements of organisations in relation to customer service delivery
2. Understand external requirements of organisations in relation to customer service delivery
3. Understand how to propose improvements to customer service



## UNIT 5 (K/502/9656)

### UNDERSTAND THE PRINCIPLES OF MAKING IMPROVEMENTS TO CUSTOMER SERVICE



#### Learning outcome 1 - Understand internal requirements of organisations in relation to customer service delivery

##### Assessment criteria. I can:

1.1 Analyse the organisational policies, procedures and practices that need to be considered when proposing improvements to customer service

#### Learning outcome 2 - Understand external requirements of organisations in relation to customer service delivery

##### Assessment criteria. I can:

2.1 Explain how external requirements affect the delivery of customer service to include:

- Consumer protection legislation
- Data protection legislation
- Disability discrimination legislation
- Diversity & equality legislation and policies
- Health & safety legislation
- Industry specific legislation or policies

**UNIT 5 (K/502/9656)**  
**UNDERSTAND THE PRINCIPLES  
OF MAKING IMPROVEMENTS TO  
CUSTOMER SERVICE**

**Learning outcome 3 - Understand how to propose improvements to customer service**

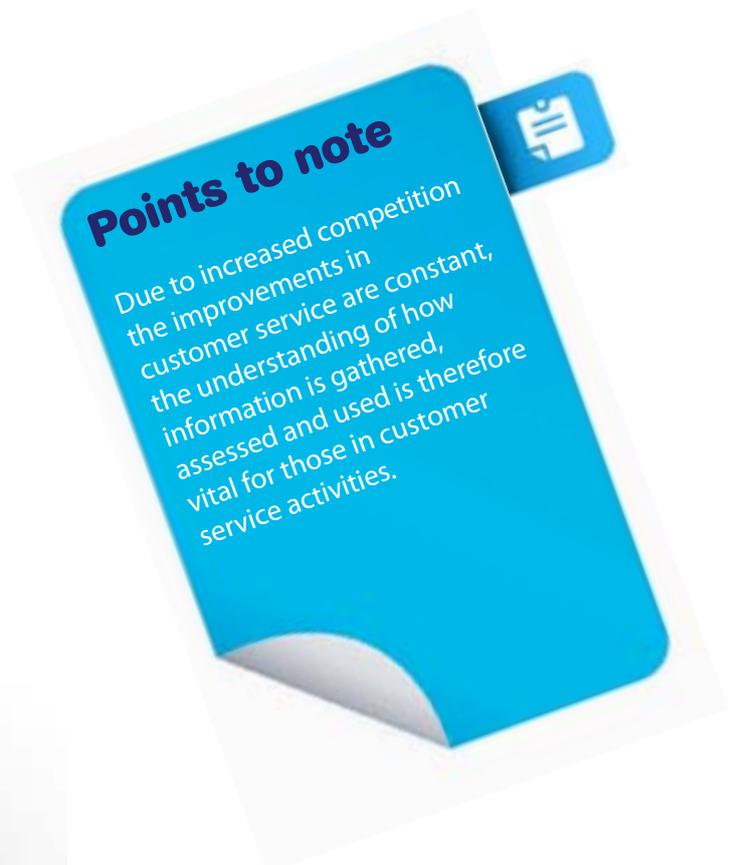
**Assessment criteria. I can:**

3.1 Explain the organisational process for proposing improvements to customer service including:

- How to gain approval
- Who to involve
- Limits of own authority

3.2 Analyse the effect of internal and external requirements when proposing improvements to customer service

3.3 Explain how to involve others when implementing improvements to customer service



## UNIT 5 (K/502/9656)

### UNDERSTAND THE PRINCIPLES OF MAKING IMPROVEMENTS TO CUSTOMER SERVICE

#### Key terms

##### Analyse

In this situation the customer service team member needs to have enough understanding of current operational practices to offer objective proposals for improvement.

##### External requirements

The level of understanding to meet in detail the service needs, how any proposed improvements need to comply with all specific external bodies' requirements who have direct influence on customer service provision, such as legislation and regulations.

##### Organisational process

The use of full and concise evaluation techniques showing the improvement cycle and the stages in the development work. Those involved, the actions required and the timescale.

##### Propose improvements

The planning detail should show implementation targets: limitations, adaptations, training requirements and record keeping.

#### Did you know?

Most companies review improvements in customer service often and rely on input from staff involved directly with customers. A number of companies ask the question 'how did we do today?' through interactive surveys and Internet based requests for information.  
Unknown Quote: 'If **we** don't take care of our customers someone else will'





## **SKILLS FOR BUSINESS QUALIFICATIONS**

Telephone 024 76 851509

Facsimile 024 76 851633

[vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

1 Hills Road, Cambridge CB1 2EU

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