

Unit Title:	Deliver seamless customer service with a team
OCR unit number	B16
Level:	4
Credit value:	8
Guided learning hours:	53

Unit purpose and aim

Excellent customer service is a team effort. The learner cannot win and maintain the loyalty of customers without pulling together with all the other staff that help to organise the delivery of services or products, interface with the customer or provide back-up to customer service activities. The team probably includes colleagues, senior managers and service partners who are working in other departments or outside organisations but still contribute to customer service delivery. To achieve the organisation's aims and objectives for customer service the learner will need to have effective working relationships with all of these – especially when they urgently need their co-operation and support.

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
<p>The Learner will:</p> <p>1 build effective working relationships with colleagues</p>	<p>The Learner can:</p> <p>1.1 identify and agree with colleagues team strategies for delivering seamless customer service</p> <p>1.2 share information and knowledge to improve customer service</p> <p>1.3 encourage, accept and respond positively to feedback from colleagues on customer service performance</p> <p>1.4 work with colleagues to deal with conflict constructively</p> <p>1.5 review teamwork strategies for delivering seamless customer service with colleagues</p>	<p>Candidates should have an understanding of:</p> <p>The policies, procedures and practices of their organisation relating to the delivery of services or products to customers.</p> <p>The importance of teamwork in delivering high quality customer service.</p> <p>How to identify and review customer service teamwork strategies with colleagues in their organisation.</p> <p>How to share and information and encourage, accept and respond positively to feedback from colleagues to improve customer service.</p>

		How to work with colleagues in their organisation to deal constructively with any conflict which arises.
2 build effective relationships with service partners	<p>2.1 identify the service partners who are most significant to delivery of seamless customer service</p> <p>2.2 take opportunities to establish and develop effective working relationships with service partners</p> <p>2.3 ensure that their commitments to service partners and service partners' commitments to them are being fulfilled as agreed</p> <p>2.4 communicate clearly and in good time with service partners on issues that affect those partners and the learner's customers</p> <p>2.5 work together with service partners to resolve customer service problems</p> <p>2.6 work together with service partners to deal with conflict constructively</p>	<p>Candidates should have an understanding of:</p> <p>The policies, procedures and practices of their organisation relating to the delivery of services or products to customers.</p> <p>How to identify service partners significant to customer service delivery within their organisation or department.</p> <p>How to establish and develop effective working relationships with service partners in a mutually committed and communicative way.</p> <p>How to work with service partners to resolve customer service problems and deal constructively with any conflict which may arise.</p>
3 understand how to deliver seamless customer service with a team	<p>3.1 explain how to analyse the contribution and roles of colleagues and service partners when delivering customer service</p> <p>3.2 describe the types of support they could provide to colleagues and service partners and those people could provide to them to deliver seamless customer service</p> <p>3.3 explain the benefits and challenges of collaborative working, what may go wrong and how to prepare for this</p> <p>3.4 explain the value and importance of effective</p>	<p>Candidates should have an understanding of:</p> <p>The policies, procedures and practices of their organisation relating to the delivery of services or products to customers.</p> <p>The importance of teamwork in delivering high quality customer service.</p> <p>Candidates must be able to explain:</p> <p>How to analyse the roles of their colleagues and service partners in customer service</p>

	<p>communication with colleagues and service partners</p> <p>3.5 describe the types of behaviours that show they have a relationship of respect and honesty with colleagues and service partners</p> <p>3.6 explain how to deal with conflict constructively</p>	<p>delivery and the types of support they can mutually provide.</p> <p>The benefits and challenges of collaborative working and the value and importance of effective communication with colleagues and service partners.</p> <p>The types of behaviour which demonstrate respectful and honest relationships with colleagues and service partners eg: regular communication; respect for others' views and opinions; knowledge of individual strengths and weaknesses.</p> <p>How to deal constructively with any conflict which may arise.</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. Your evidence must show that you have built relationships with members of your organisation from two of these groups of people:

- front line staff
- supervisors or team leaders
- senior managers

- colleagues in other departments
- service partners.

5. Your evidence must show that you have communicated with team members and service partners using two different communication media.

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