

<b>Unit Title:</b>	<b>Develop personal performance through delivering customer service</b>
Unit number	D3
Level:	2
Credit value:	6
Guided learning hours:	40

## Unit purpose and aim

Delivering customer service presents many opportunities for learning and for developing personal skills. This unit is about how the learner can develop their personal skills at the same time as improving their customer service performance. The learner will need to plan together with a manager or mentor and then carry out activities which help the learner learn and develop in their customer service role. Customer service improvements rely on continuous improvement and this includes improving the learner's own skills.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Review performance in their customer service role</p>	<p><b>The Learner can:</b></p> <p>1.1 Work with an appropriate person to establish what they need to know, understand and be able to do to work effectively in their customer service role</p> <p>1.2 Identify and review situations from their own positive and negative experiences as a customer</p> <p>1.3 Carry out a self assessment of their performance in their customer service role and identify their strengths, weaknesses and development needs</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• The appraisal system within the organisation</li> <li>• Barriers to personal development</li> <li>• How to identify areas for improvement by:               <ul style="list-style-type: none"> <li>- Carrying out a SWOT analysis</li> <li>- Talking to appropriate personnel</li> <li>- Reflecting on own experiences</li> </ul> </li> </ul>
<p>2 Prepare a personal development plan and keep it up to date</p>	<p>2.1 Agree their strengths, weaknesses and development needs with an appropriate person</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• Personal development plans and what they contain</li> <li>• How to prepare a personal development plan and with whom</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.2 Work with an appropriate person to draw up their own development objectives to improve their performance in their customer service role 2.3 Develop a customer service personal development plan 2.4 Regularly review their progress towards their objectives with an appropriate person	<ul style="list-style-type: none"> <li>• The importance of reviewing progress with an appropriate person</li> </ul>
3 Undertake development activities and obtain feedback on their customer service performance	3.1 Complete development activities identified in their customer service personal development plan 3.2 Use their day to day experiences with their customers and their own experiences as a customer to develop their customer service performance 3.3 Obtain feedback from an appropriate person about their customer service performance 3.4 Review and update their customer service personal development plan	Candidates must have an understanding of: <ul style="list-style-type: none"> <li>• The importance of planning and carrying out developmental activities</li> <li>• Different methods available to develop skills</li> <li>• The importance of obtaining feedback on performance</li> <li>• How to review and update their personal development plan based on feedback from others</li> </ul>
4 Understand how to develop their personal performance through delivering customer service	4.1 Describe their organisation's systems and procedures for developing personal performance in customer service 4.2 Explain how their behaviour has an effect on the behaviour of others 4.3 Explain how effective learning depends on a process of planning, doing and reviewing 4.4 Describe how to review effectively their personal strengths and development needs	Candidates must have an understanding of: <ul style="list-style-type: none"> <li>• Organisational procedures for personal development</li> <li>• How behaviours can influence others</li> <li>• The importance of the plan, do, review process</li> <li>• How to carry out a self-evaluation on strengths and weaknesses</li> <li>• How to create a personal development plan</li> <li>• Where to find information/support to aid personal development</li> <li>• The importance of feedback, where to obtain it from and how to use it effectively</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.5 Describe how to put together a personal development plan that will build on their strengths and overcome their weaknesses in areas that are important to customer service 4.6 Explain how to access sources of information and support for their learning 4.7 Explain how to obtain useful and constructive personal feedback from others 4.8 Describe how to respond positively to personal feedback	

## Assessment

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

## Evidence requirements

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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. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (Guidelines for a Realistic Working Environment can be found in the *OCR Customer Service Centre Handbook* which can be downloaded from the OCR website: [www.ocr.org.uk](http://www.ocr.org.uk)).
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. An 'appropriate person' must be one or more of the following:
  - your manager
  - your supervisor or team leader
  - a colleague detailed to help you learn
  - your assessor
  - your mentor
  - someone from your training or personnel department.
5. You must provide evidence that you have developed your personal development plan taking account of:
  - a information about the knowledge and skills relevant to your customer service role
  - b your own learning style preferences
  - c your workload

d opportunities for learning on the job.

6. Your personal development plan must be put on record and agreed with an appropriate person.

## Guidance on assessment and evidence requirements

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Please refer to the OCR Customer Service Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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

## Additional information

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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](http://www.ocr.org.uk)