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| Unit Title: | Maintain customer support operations in a contact centre |
| OCR unit number | 14 |
| Sector unit number: | CC33 |
| Level: | 4 |
| Credit value: | 5 |
| Guided learning hours: | 8 |
| Unit reference number: | L/503/0427 |

Unit purpose and aim

This unit concerns being able to review customer contact activities in a contact centre, deal with customer complaints about customer contacts and/or products and/or services, ensure compliance with organisational regulatory requirements and understand the management of customer support operations in a contact centre.

| Learning Outcomes | Assessment Criteria | Teaching Content |
|--|---|---|
| The Learner will: 1 Be able to review customer contact activities in a contact centre | The Learner can: 1.1 Carry out spot checks of customer contacts in accordance with organisational guidelines 1.2 Carry out audits of working practices relating to customer contact activities in accordance with organisational guidelines 1.3 Take action to address areas identified as needing enhancement | This may include an understanding of: <ul style="list-style-type: none"> • The organisations monitoring systems and procedures. • The contact centre targets and strategies • The organisational procedures for making changes to areas |
| 2 Be able to deal with customer complaints about customer contacts and/or products and/or services | 2.1 Establish the nature of complaints in accordance with organisational guidelines 2.2 Explain the advantages and disadvantages of identified options 2.3 Agree the optimum option with the customer that meets their needs 2.4 Record the closure of the complaint in accordance with organisational guidelines 2.5 Identify learning points from an analysis of complaints | This may include an understanding of: <ul style="list-style-type: none"> • The organisations complaints registering systems. • The limits of what may be offered to a customer to resolve a complaint situation. • How to categorise complaints and compare the categories with procedures and targets |

| Learning Outcomes | Assessment Criteria | Teaching Content |
|--|--|---|
| 3 Be able to ensure compliance with organisational and regulatory requirements in a contact centre | 3.1 Confirm the organisational and regulatory requirements relating to customer contact activities 3.2 Establish the risks of non-compliance with requirements relating to customer contact activities 3.3 Take action to address activities identified as non-compliant | This may include an understanding of: <ul style="list-style-type: none"> • Where to get updates on legislation and regulation. • The way these changes may affect contact centre procedure. |
| 4 Understand the management of customer support in a contact centre | 4.1 Explain the organisational procedures and guidelines and regulations and legislation relevant to organisational customer contact activities 4.2 Explain the plans for customer service audits 4.3 Explain the impact of organisational aims on customer contact 4.4 Analyse organisational customer complaints referral process 4.5 Explain the importance of keeping comprehensive records of customer problems and complaints and how they have been resolved 4.6 Analyse different techniques for identifying and evaluating options for dealing with customer problems and complaints | This may include an understanding of: <ul style="list-style-type: none"> • Current policies and procedures, regulations and legislation • How complaints are recorded and categorised. • How the volume of complaints compares to the anticipated volume for the type of organisation. |

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

You must provide evidence that you are able to monitor customer support activities in a contact centre and deal with customer complaints in a manner compliant with regulatory and procedural requirements.

Guidance on assessment and evidence requirements

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

National Occupational Standards (NOS) mapping/signposting

| Occupational Standards | Unit Number | Title |
|------------------------|-------------|---|
| Contact Centre | 33 | Review and maintain customer support operations in a contact centre |

Functional Skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills

| Functional Skills Standards | | | | | |
|-----------------------------|---|--------------|--|--|--|
| English | | Mathematics | | ICT | |
| Speaking and Listening | ✓ | Representing | | Use of ICT systems | |
| Reading | ✓ | Analysing | | Find and select information | |
| Writing | ✓ | Interpreting | | Develop, present and communicate information | |

Resources

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).