

Unit Title:	Develop your own customer service skills through self-study
Unit number	35
Level:	2
Credit value:	6
Guided learning hours:	40
Unit expiry date:	31/12/2014

Unit purpose and aim

Much of the responsibility for developing customer service knowledge and skills rests on the learner as an individual. There are numerous sources of information that can be used but which need to be located and linked with their customer service role. When located, the learning materials must be used to good effect in an organised manner. This unit is about locating and using materials to help the learner learn in the course of their work. It is the right unit for a learner who needs to take responsibility for their own self-development in relation to customer service skills.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Find ways to learn more about customer service and their job</p>	<p>The Learner can:</p> <p>1.1 Identify different sources of information and support that will help them to develop their customer service knowledge and skills</p> <p>1.2 Agree with their line manager, their mentor or others doing a similar job the best sources to use for self-development of their customer service knowledge and skills</p> <p>1.3 Take action to remind themselves to check on sources of information and support</p> <p>1.4 Search for additional sources of information to support their customer service learning</p> <p>1.5 Store materials that support self-study for future use</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • Sources of information and support available for personal development • The importance of obtaining agreement from appropriate personnel for personal development • How to review information and support available • How to access additional sources of information • The importance of storing materials for self-study • How to plan self-study time

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.6 Plan time to study the self-study materials they have collected	
2 Use sources of self-development to extend their customer service skills and knowledge	2.1 Access organisational update information to extend their knowledge of products and services 2.2 Access organisational information to learn more about the way their role contributes to customer service 2.3 Monitor publications to identify ideas and new developments in customer service which they could apply in their work 2.4 Study collected information to develop their own customer service knowledge and skills 2.5 Take action resulting from their learning to change the way they deal with customers 2.6 Share their plans for action with their line manager, their mentor or others doing a similar job to seek those people's ideas for further options 2.7 Record actions they take to learn more about customer service and identify those which have the most positive effects	Candidates must have an understanding of: <ul style="list-style-type: none"> • Where to access organisational updated information on products/services • How to carry out continuous professional development to include: <ul style="list-style-type: none"> - Monitoring of resources available - Studying information and implementing any changes - Review progress of development with appropriate personnel - How to record development activities and reflect on progress/results
3 Know how to develop their own customer service skills through self-study	3.1 Describe ways to locate information updating them on services and products 3.2 Identify sources of information about customer service knowledge and skills that will help them to develop 3.3 List ways to store information that they use to develop their customer service skills 3.4 Describe the importance of focus when self-studying to improve their customer service knowledge and skills	Candidates must have an understanding of: <ul style="list-style-type: none"> • Where to find updated information on services/products • Where to find information about customer service skills/knowledge • How to store the information for future use • Why it is important to focus when carrying out self-study activities compared to other methods of study/development

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.5 Identify ways to convert information or ideas they have found through self-study into practical customer service actions 3.6 Identify the value of discussing their learning with their line manager, their mentor or others doing a similar job 3.7 Evaluate methods of recording actions to improve their customer service skills which have had positive effects	<ul style="list-style-type: none"> • How to transfer information/ideas to practical applications • The importance of discussing development activities with relevant personnel • Different methods of recording development activities and reviewing achievement/success

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.

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