

**Unit Title:** **Manage the provision of customer support through a contact centre**

OCR unit number: 17  
Sector unit number: CC34  
Level: 5  
Credit value: 5  
Guided learning hours: 14  
Unit reference number: Y/503/0429

## Unit purpose and aim

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This unit concerns being able to link organisational strategy and customer systems and guidelines in a contact centre, review customer service provision, ensure compliance with organisational and regulatory requirements during customer contacts and understand the management of customer support operations in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
<b>The Learner will:</b> 1 Be able to link organisational strategy to customer systems and guidelines in a contact centre	<b>The Learner can:</b> 1.1 Explain how strategic aims have an impact on customer support for products and/or services 1.2 Identify aspects of customer systems and guidelines that may benefit from a review	This may include an understanding of: <ul style="list-style-type: none"> <li>The overall aims of the organisation and the aims of the contact centre. How these compare to the current customer systems.</li> </ul>
2 Be able to review customer service provision in a contact centre	2.1 Analyse current performance through a comparison of actual performance against expectations set out in organisational systems and guidelines 2.2 Ensure the review covers customer identification and security, communication and dealing with problems and complaints, staff motivation and competence 2.3 Identify actions to enhance customer service that are commensurate with identified needs	This may include an understanding of: <ul style="list-style-type: none"> <li>How the performance of the contact centre compares to others working in similar areas.</li> <li>The level of service the customer is likely to expect from this type of contact centre.</li> <li>The implications of any proposed changes.</li> </ul>

Learning Outcomes	Assessment Criteria	Teaching Content
<p>3 Be able to ensure compliance with organisational and regulatory requirements during customer contacts</p>	<p>3.1 Identify organisational and regulatory requirements that have an impact on customer contact activities</p> <p>3.2 Establish the probability and consequences of non-compliance with organisational or regulatory requirements</p> <p>3.3 Define checks that test compliance with organisational and regulatory requirements that are capable of meeting objectives</p> <p>3.4 Implement compliance testing checks in accordance with the plan</p> <p>3.5 Take action to address shortfalls in compliance with customer contact activity requirements that are commensurate with identified needs</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• The regulatory and legislative requirements of the sector, and how they are met by the organisation.</li> <li>• The audits carried out by any external organisation on the level of compliance</li> <li>• The internal audit system and how it compares with the external systems.</li> </ul>
<p>4 Understand the management of customer support operations in a contact centre</p>	<p>4.1 Evaluate the scope and effectiveness of organisational aims relevant to customer support</p> <p>4.2 Evaluate the impact of regulation and legislation on customer support</p> <p>4.3 Evaluate the efficiency of the process for reviewing and developing customer service systems and support</p> <p>4.4 Evaluate different methods of developing staff skills to ensure the delivery of effective customer support in a contact centre</p> <p>4.5 Explain the strengths and weaknesses of different risk assessment techniques applied to compliance risks in a contact centre</p> <p>4.6 Explain how to assess probability and consequences of risk</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> <li>• The area or market that the organisation is working in.</li> <li>• The range of skills necessary to staff in different roles in the contact centre.</li> <li>• The training and development that would enhance performance in the different roles.</li> <li>• The main risk assessment techniques</li> </ul>

Learning Outcomes	Assessment Criteria	Teaching Content
	4.7 Evaluate the effectiveness of different options to mitigate compliance risk 4.8 Explain why systems and guidelines may benefit from a review of efficiency	

## Assessment

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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

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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 manage customer support activities in a contact centre consistent with strategic objectives and compliant with regulatory and procedural requirements.

## Guidance on assessment and evidence requirements

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Please refer to the OCR 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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Occupational Standards	Unit Number	Title
Contact Centre	34	Manage the provision of customer support through a contact centre

## Functional Skills signposting

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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

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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

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