

Unit Title:	Deliver, monitor and evaluate customer service to external customers
OCR unit number	329
Sector unit number	F/601/2551
Level:	3
Credit value:	3
Guided learning hours:	12

Unit purpose and aim

This unit is about providing and continuously improving customer services to external customers.

Learning Outcomes	Assessment Criteria	Exemplification
The Learner will: 1. Understand the meaning of external customers	The Learner can: 1.1 Describe what is meant by external customers	Learning outcomes 1 to 6 must be assessed using methods appropriate to the assessment of knowledge and understanding. A holistic approach to assessment should be adopted so that one piece of evidence covers more than one learning outcome and several assessment criteria.
2. Know the types of products and services relevant to external customers	2.1 Describe the products and services offered by the organisation to external customers	
3. Understand how to deliver customer service that meets or exceeds external customer expectations	3.1 Explain the purpose and value of identifying customer needs and expectations 3.2 Explain why customer service must meet or exceed customer expectations 3.3 Explain the value of meeting or exceeding customer expectations 3.4 Explain the purpose and value of building positive working relationships	

<p>4. Understand the purpose of quality standards and timescales for customer service to external customers</p>	<p>4.1 Identify quality standards for own organisation and work</p> <p>4.2 Explain the value of agreeing quality standards and timescales</p> <p>4.3 Explain how to set and meet quality standards and timescales with external customers</p>	
<p>5. Understand how to deal with customer service problems for external customers</p>	<p>5.1 Describe the types of problems that external customers may have</p> <p>5.2 Explain the consequences of not meeting external customer needs and expectations</p> <p>5.3 Explain ways of dealing with external customer services problems</p> <p>5.4 Explain the purpose and value of a complaints procedure</p>	
<p>6. Understand how to monitor and evaluate external customer service and the benefits of this</p>	<p>6.1 Explain the purpose and benefits of monitoring external customer satisfaction and how to do so</p> <p>6.2 Describe techniques for collecting and evaluating external customer feedback</p> <p>6.3 Explain the benefits of continuous improvement</p>	
<p>7. Be able to build positive working relationships with external customers</p>	<p>7.1 Identify external customers</p> <p>7.2 Confirm external customer needs in terms of products and services</p> <p>7.3 Confirm external customer needs in terms of quality standards and timescales</p> <p>7.4 Agree procedures to be followed if external customer needs are not met</p>	<p>Assessment should be planned to maximise the opportunities for the candidate to demonstrate their ability to deliver, monitor and evaluate customer service to external customers.</p>

<p>8. Be able to deliver external customer services to agreed quality standards and timescales</p>	<p>8.1 Provide external customer service(s) to agreed quality standards</p> <p>8.2 Provide external customer service(s) to agreed timescales</p> <p>8.3 Check external customer needs and expectations have been met</p>	
<p>9. Be able to deal with customer service problems and complaints for external customers</p>	<p>9.1 Follow procedures, within agreed timescale, to</p> <p>a) process problems and complaints</p> <p>b) resolve problems and complaints</p> <p>c) refer problems and complaints, where necessary</p>	
<p>10. Be able to monitor and evaluate services to external customers</p>	<p>10.1 Obtain and record external customer feedback</p> <p>10.2 Analyse and evaluate external customer feedback</p> <p>10.3 Take actions that will lead to improvement in service(s) to external customers</p>	

Assessment

This unit is centre assessed and externally verified. A holistic approach to assessment should be adopted so that one piece of evidence covers more than one learning outcome and several assessment criteria and where appropriate, provides evidence across several units. Your assessor will use a range of assessment methods which may include:

- observation of performance in the work environment
- examination of work products
- questioning the learner
- discussing with the learner
- use of others (witness testimony)
- looking at learner statements
- recognising prior learning

Evidence requirements

A range of evidence should be gathered to cover the Learning Outcomes and Assessment Criteria. Examples may include:

- Annotated procedures relating to customer service
- Records of complaints
- Customer complaints log
- Records of communications with customers/colleagues/suppliers
- Communications relating to complaints/problems referred to others
- Written notes in response to complaints dealt with
- Monitoring records
- Customer feedback questionnaires
- External customer feedback logs/surveys
- Customer Happy Calls log
- Suggestions
- Minutes of 1 to 1 meetings
- Evaluation of provision of customer service to external customers
- Evaluation reports
- Development plans

Guidance on assessment and evidence requirements

Refer to sections on Assessment and Evidence requirements above.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS BAC122 Deliver, monitor and evaluate customer service to external customers.

Functional skills signposting

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

Link to functional skills standards <http://www.gcda.gov.uk/15565.aspx>

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

Resources

Access to a working environment with associated equipment and resources

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 .