

<b>Unit Title:</b>	Apply technology or other resources to improve customer service
OCR unit number	D18
Level:	4
Credit value:	11
Guided learning hours:	73

## Unit purpose and aim

Customer service changes and improves sometimes through the application of technology or other resources as much as through changes in behaviour of those delivering the service. Whilst these changes can bring real benefits they inevitably come at an initial cost which must be taken into consideration. This unit is about the process of managing the application of technology or other resources to a customer service process. It involves a systematic approach to considering and evaluating options, implementing the most appropriate and reviewing the results.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1. identify and specify opportunities for customer service improvement</p>	<p><b>The Learner can:</b></p> <p>1.1 monitor developments in technology and the use of other resources to improve customer service</p> <p>1.2 review customer service delivery systems with specific reference to use of resources and technology</p> <p>1.3 identify opportunities and options for improving customer service by applying technology or other resources</p> <p>1.4 analyse the customer service benefits that could result from options for improvement</p> <p>1.5 specify the changes in technology or other resources needed to deliver the options</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services and products to customers.</p> <p>Their organisation's procedures for individual involvement in proposing and delivering improvements to customer service procedures and practices.</p> <p>How to monitor developments in technology and use other resources to improve customer service.</p> <p>How to review customer service delivery systems relating especially to use of resources and technology.</p>

		<p>Identifying opportunities and options for improving customer service by applying technology or other resources and how to analyse customer service benefits resulting from the options.</p> <p>How to specify changes in technology or other resources needed to deliver the options.</p>
2. evaluate options for applying technology or other resources to improve customer service	<p>2.1 identify the options for improving customer service with the application of technology or other resources</p> <p>2.2 establish the costs associated with each option for improving customer service</p> <p>2.3 list and where possible quantify the benefits from each option for improving customer service</p> <p>2.4 estimate the affordability of each option to improve customer service</p> <p>2.5 recommend the most appropriate options for implementation</p> <p>2.6 identify the probable effects of any recommended changes on their organisation's service offer and customer perceptions</p> <p>2.7 plan a business case to support their recommendations for improvements through application of technology or other resources</p>	<p>Candidates should have an understanding of:</p> <p>Current technology and other resources available and used in the delivery of effective customer service.</p> <p>How to identify options for these for customer service improvement, establish associated costs, estimate affordability and quantify benefits of each option.</p> <p>Their organisation's processes for recommending appropriate options to improve customer service.</p> <p>How to identify probable effects of recommended changes on their organisation's service offer and customer perceptions.</p> <p>How to plan a business case supporting recommendations.</p>
3. oversee the implementation of resource changes to improve customer service	<p>3.1 plan implementation using details of agreed developments to improve customer service</p> <p>3.2 brief colleagues about the implementation of customer service improvements and the</p>	<p>Candidates should have an understanding of:</p> <p>How to plan implementation of agreed developments to improve customer service in their organisation.</p> <p>Methods of briefing colleagues</p>

	<p>expected benefits</p> <p>3.3 monitor implementation of customer service improvements and the expected benefits</p> <p>3.4 review implementation of customer service improvements with colleagues</p> <p>3.5 make appropriate adjustments to implementation of customer service improvements as a result of review</p>	<p>on improvements, their implementation and expected benefits and how to monitor these.</p> <p>How to review implementation of improvements with relevant colleagues and make appropriate adjustments as a result of this.</p>
<p>4. understand how to apply technology or other resources to improve customer service</p>	<p>4.1 describe features and functionality of available technology that may contribute to improvements in customer service</p> <p>4.2 evaluate how the application of additional resources other than technology can be used to improve customer service</p> <p>4.3 describe methods for the systematic review of customer service systems</p> <p>4.4 explain techniques to analyse the costs and benefits of options for improving customer service</p> <p>4.5 describe methods for presenting a business case for applying technology or other resources to make improvements in customer service</p> <p>4.6 explain briefing techniques for introducing colleagues to changes</p> <p>4.7 describe ways to review and adjust customer service delivery after the implementation of changes</p>	<p>Candidates should have an understanding of:</p> <p>How to implement agreed developments to improve customer service in their organisation.</p> <p>Current technology and other resources available and used in the delivery of effective customer service.</p> <p>How to evaluate the application of non-technological resources in customer service development.</p> <p>Candidates must be able to explain:</p> <p>Features and functionality of available technology that could contribute to customer service improvements.</p> <p>Suitable methods to systematically review customer service systems.</p> <p>Suitable techniques for analysing cost and benefits of options to improve customer service.</p> <p>Methods of presenting a business case for applying technology or other resources in customer service improvement.</p>

		<p>How to introduce changes and brief colleagues.</p> <p>How to review and adjust customer service delivery after changes have been implemented.</p>
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## Assessment

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Specified in the Customer Service Assessment Strategy 2010

## 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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any evidence within this Unit.
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 for your assessor to be confident that you are competent.
4. The technology used in your evidence may be electronic or non - electronic.
5. The costs you establish for each option for improving customer service must be financial.
6. The business case you plan for applying technology or other resources to improve customer service may be formal or informal.
7. Your review of the implementation of customer service improvements may be formal or informal.

## 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)