

Unit Title:	Coordinate customer communication processes in a contact centre
OCR unit number	12
Sector unit number:	CC26
Level:	4
Credit value:	6
Guided learning hours:	12
Unit reference number:	T/503/0406

Unit purpose and aim

This unit concerns being able to develop customer communication policies in a contact centre, support the development of customer service procedures and guidelines for use by front line colleagues in a contact centre, enhance customer service through effective customer communication and understand the principles of managing communication with customers in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
<p>The Learner will:</p> <p>1 Be able to develop customer communication policies in a contact centre</p>	<p>The Learner can:</p> <p>1.1 Evaluate the costs and benefits of different media options for communicating with customers</p> <p>1.2 Draft customer communication policies that fit organisational and customer service objectives</p> <p>1.3 Gain management agreement to the customer communication policies</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> • The customer base the centre works with • The organisational communication styles and those of competitors • How to present changes to senior management
<p>2 Be able to support the development of customer service procedures and guidelines for use by front line colleagues in a contact centre</p>	<p>2.1 Ensure that customer service procedures and guidelines reflect customer service objectives</p> <p>2.2 Evaluate the compliance of the draft procedures and guidelines with the customer communication policy</p> <p>2.3 Reconcile customer communication policy with draft procedures and guidelines</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> • The organisations guidelines and the customer service objectives • How to keep up to date with any changes to the objectives so that the guidelines can be reviewed and updated

Learning Outcomes	Assessment Criteria	Teaching Content
<p>3 Be able to enhance customer service through effective customer communication in a contact centre</p>	<p>3.1 Identify teams' and individuals' areas for development in customer communication skills</p> <p>3.2 Implement action to enhance team and individual communications skills that meet identified needs</p> <p>3.3 Evaluate the effectiveness of skills development activities against communications policy objectives</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> • The organisations monitoring and appraisal systems, including development planning • The training and development systems available
<p>4 Understand the principles of managing communication with customers in a contact centre</p>	<p>4.1 Evaluate the products and/or services offered by or supported by the contact centre</p> <p>4.2 Explain the impact of regulations and legislation on managing customer communication</p> <p>4.3 Evaluate the components of a customer communication policy</p> <p>4.4 Evaluate different methods for developing team and individual communications skills</p>	<p>This may include an understanding of:</p> <ul style="list-style-type: none"> • The products and or services offered by the centre and those offered by competitors • Current legislation (e.g. consumer rights) and how it affects the processes of the centre • How to keep up to date with changes • How to review current policies in order to ensure compliance

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 enhance customer service by developing customer communication policies and guidelines for use by colleagues in a contact centre.

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	26	Coordinate customer communication processes 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).