

Unit Title:	Improve the customer relationship
Unit number	B11
Level:	3
Credit value:	7
Guided learning hours:	47

Unit purpose and aim

To improve relationships with their customers, learners need to deliver consistent and reliable customer service. In addition, customers need to feel that the learner genuinely wants to give them high levels of service and that the learner makes every possible effort to meet or exceed their expectations. This encourages loyalty from external customers or longer-term service partnerships with internal customers. The learner needs to be proactive in their dealings with their customers and to respond professionally in all situations. The learner needs to negotiate between their customers and their organisation or department in order to find some way of meeting their customers' expectations. In addition the learner needs to make extra efforts to delight their customers by exceeding customer service expectations.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Improve communication with their customers	The Learner can: <ul style="list-style-type: none"> 1.1 Select and use the best method of communication to meet their customers' expectations 1.2 Take the initiative to contact their customers to update them when things are not going to plan or when they require further information 1.3 Adapt their communication to respond to individual customers' feelings 	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> • A range of methods used to communicate with customers • Customer expectations with respect to communication
2 Balance the needs of their customer and their organisation	<ul style="list-style-type: none"> 2.1 Meet their customers' expectations within their organisation's service offer 2.2 Explain the reasons to their customers sensitively and positively when customer expectations cannot be met 	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> • The service offer of their organisation • Customer expectations and how they can be met • How to explain to a customer when their expectations cannot be met

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.3 Identify alternative solutions for their customers either within or outside the organisation 2.4 Identify the costs and benefits of these solutions to their organisation and to their customers 2.5 Negotiate and agree solutions with their customers which satisfy them and are acceptable to their organisation 2.6 Take action to satisfy their customers with the agreed solution when balancing customer needs with those of their organisation	<ul style="list-style-type: none"> Alternative solutions for their customers and the costs and benefits for the organisation and customers How to negotiate with customers and satisfy their needs within organisational boundaries
3 Exceed customer expectations to develop the relationship	3.1 Make extra efforts to improve their relationship with their customers 3.2 Recognise opportunities to exceed their customers' expectations 3.3 Take action to exceed their customers' expectations within the limits of their own authority 3.4 Gain the help and support of others to exceed their customers' expectations	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> How to improve relationships with their customers including: <ul style="list-style-type: none"> - Exceeding customer expectations - Gaining the help and support of others
4 Understand how to improve the customer relationship	4.1 Describe how to make best use of the method of communication chosen for dealing with their customers 4.2 Explain how to negotiate effectively with their customers 4.3 Explain how to assess the costs and benefits to their customers and their organisation of any unusual agreement they make 4.4 Explain the importance of customer loyalty and/or improved internal customer relationships to their organisation	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> A range of methods for communicating with customers and the advantages and disadvantages of each method How to effectively negotiate with customers The importance of customer loyalty The importance of improved internal customer relationships How to assess the costs and benefits to all parties when making any agreement with customers

Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

Evidence requirements

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 performance 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 with different customers on different occasions for your assessor to be confident that you are competent.
4. Your evidence must include examples of using:
 - a organisational procedures
 - b exceptions to standard practice that are legal and benefit your organisation.
5. You need to provide evidence that you have dealt with customers who:
 - a have different needs and expectations
 - b appear angry or confused
 - c behave unusually.

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