

Unit Title:	Develop your own and others' customer service skills
Unit number	D10
Level:	3
Credit value:	8
Guided learning hours:	53

Unit purpose and aim

This Unit is about taking responsibility for continuously developing the learner's own customer service skills and passing those skills on to others. It is about helping themselves and others to learn and grow in their customer service roles. The learner may not be a manager or a supervisor but they may be responsible for showing others how things work and what they need to do. For example, a new member of staff may need an introduction to the products, services, systems or procedures of their organisation and the learner may be asked to show them. Or the learner may need to coach someone from another department who has been transferred. Also, there may be the introduction of a new product, service, system or procedure that the learner is asked to learn about and present or demonstrate to others. This unit will help the learner to put 'showing others' into a formal framework that will help them to learn and improve their own coaching skills. The delivery of excellent customer service depends on the learner's skills and the skills of those around them.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Develop their own customer service skills</p>	<p>The Learner can:</p> <p>1.1 Agree with a manager or mentor the specific customer service skills they need in their customer service role</p> <p>1.2 Agree the actions they need to take to improve their customer service skills</p> <p>1.3 Draw up a personal development plan based on their agreed actions to improve their customer service skills</p> <p>1.4 Carry out their personal development activities and review their progress</p> <p>1.5 Obtain feedback from their manager or mentor about their customer service performance and update their personal development plan</p>	<p>Candidates must have an understanding of personal development plans.</p> <p>Candidates must be able to:</p> <ul style="list-style-type: none"> • Identify their development needs and gain approval from relevant personnel • Create and follow a personal development plan and review progress against the plan • Obtain feedback from relevant personnel and update personal development plan

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Plan the coaching of others in customer service</p>	<p>2.1 Identify and agree with colleagues specific customer service skills and knowledge those colleagues need in their customer service role</p> <p>2.2 Identify opportunities for colleagues to take actions to develop their customer service skills</p> <p>2.3 Plan and organise activities and coaching sessions for colleagues to help them develop their customer service skills</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> • Identify and agree the development needs of others • Identify development opportunities for others • Plan and organise development activities for others
<p>3 Coach others in customer service</p>	<p>3.1 Coach colleagues to develop specific and agreed customer service skills</p> <p>3.2 Give colleagues the opportunity to practise skills, apply knowledge and gain experience to develop customer service competence</p> <p>3.3 Regularly check the progress of colleagues and modify their coaching as appropriate</p> <p>3.4 Give regular feedback to colleagues about the progress they are making</p> <p>3.5 Explain clearly to colleagues how ongoing support will be provided</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How to coach others • Provide others with the opportunity to apply and practice their acquired knowledge and skills • Review progress of others and adjust their coaching requirements as appropriate • Communicate available support to others <p>Candidates must be able to use this knowledge to coach others</p>
<p>4 Understand how to develop their own and others' customer service skills</p>	<p>4.1 Describe organisational systems and procedures for developing their own and others' personal performance in customer service</p> <p>4.2 Explain how their behaviour impacts on others</p> <p>4.3 Explain how to review effectively their personal strengths and development needs</p> <p>4.4 Describe how to put together a personal development plan for themselves or a colleague that will build on strengths and overcome weaknesses in areas that are important to customer service</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • Organisational systems and procedures for personal development and developing the performance of others • How their behaviours impacts on others • How to review their personal strengths and weaknesses and create a personal development plan • How to create a personal development plan for others

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.5 Explain how to obtain useful and constructive personal feedback from others 4.6 Describe how to respond positively to personal feedback 4.7 Describe how to put together a coaching plan that will build on their strengths and overcome their weaknesses in areas that are important to customer service and their job role 4.8 Explain how to give useful and constructive personal feedback to others 4.9 Describe how to help others to respond positively to personal feedback	<ul style="list-style-type: none"> • How to obtain and use constructive feedback from others • How to prepare a coaching plan for others, review their progress and provide them with constructive feedback • How to help others respond to feedback in a positive manner

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 personal development plan may be based on existing customer service skills and development activities that already take place in your organisation or new activities that you have to devise.
5. You must have constructed your personal development plan taking account of information about the knowledge and skills relevant to your:
 - a customer service role
 - b own preferred method of learning
 - c workload
 - d opportunities for learning on the job
 - e opportunities for learning off the job.
6. Feedback about your customer service performance must involve your line manager or supervisor and your evidence must show this.

7. Your evidence of coaching may relate either to a single colleague or several colleagues who may be:
- a new to the organisation or department
 - b new to the job, procedure or system
 - c experienced but seeking to refresh or improve their customer service skills.

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