

Unit Title:	Organise the promotion of additional services or products to customers
Unit number	A15
Level:	3
Credit value:	7
Guided learning hours:	47

Unit purpose and aim

This unit is about expanding and extending the relationship with customers by persuading them to make use of additional services and products that the learner can offer. Services or products will remain viable only if they are used by customers. The unit covers the way the learner organises customer service to promote additional use of their services or products by communicating with customers and then delivering those services or products effectively. It is also about monitoring the successes and failures and recognising the best way to approach customers with additional services or products for the future. The learner needs to show that they are promoting the services or products by encouraging more people to use them.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Offer additional services or products</p>	<p>The Learner can:</p> <p>1.1 Offer additional services or products to customers</p> <p>1.2 Identify the benefits of offering additional services or products for customers and the organisation</p> <p>1.3 Explain the features and benefits of additional services or products to customers</p> <p>1.4 Identify ways of encouraging customers to ask about additional services or products</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • What additional products/services they can offer customers including: <ul style="list-style-type: none"> - Their key features and benefits • How to encourage customer to ask about additional services/products
<p>2 Organise support to promote use of additional services or products</p>	<p>2.1 Discuss with others ways of promoting additional services or products to customers</p> <p>2.2 Implement procedures to ensure that customers interested in additional services or products are dealt with promptly</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • How to promote additional services/products relevant to customer needs

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>2.3 Promote services or products which will suit customers but which are supplied from outside their own area of the organisation</p> <p>2.4 Help customers to access services or products which are supplied outside of their own area of the organisation</p>	<ul style="list-style-type: none"> • The procedures required to deal promptly with customers interested in additional services/products • How to support customers in their acquisition of additional services/products outside of their limits of responsibility
<p>3 Monitor the promotion of additional services or products</p>	<p>3.1 Devise methods to inform customers about additional services or products</p> <p>3.2 Use different methods to inform customers about additional services and products and record successes and failures against each method</p> <p>3.3 Use their record of successes and failures to identify the best approach for offering additional services or products</p> <p>3.4 Share information with others regarding the best approach to take when offering additional services or products to customers</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • Methods that could be used to inform customers of additional services/products and how to analyse their effectiveness • How to share information with others regarding the best approach for offering additional products/services
<p>4 Understand how to organise and promote services or products to customers</p>	<p>4.1 Describe their organisation's procedures and systems for encouraging the use of additional services or products</p> <p>4.2 Explain how the use of additional services or products will benefit their customers</p> <p>4.3 Describe the main factors that influence customers to use their services or products</p> <p>4.4 Explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • The organisational procedures and systems for encouraging the use of additional products/services • How the additional products/services benefits the customers • How to promote additional products/services to the customer

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.5 Describe how to give appropriate, balanced information to customers about services or products	

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. You must provide evidence that you:
 - a use agreed organisational procedures and systems
 - b create your own opportunities.
5. Your evidence must show that you have:
 - a taken responsibility for your own actions in promoting services or products
 - b used spontaneous customer feedback to identify opportunities for promoting services or products
 - c used customer feedback that you have requested to identify opportunities for promoting services or products
6. Your evidence must include examples of:
 - a existing customers extending their use of your services or products
 - b new customers making use of your services or products.

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