

<b>Unit Title:</b>	<b>Communicate using customer service language</b>
Unit number	F1
Level:	1
Credit value:	4
Guided learning hours:	30

## Unit purpose and aim

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This unit is about the language and basic principles that are the heart of customer service and the skills needed to communicate effectively with customers and colleagues. It also covers how the learner fits into the customer service picture in their organisation and the contribution of their job to good customer service. The individual needs to be able to describe and explain the services or products that their organisation offers and how it delivers customer service.

<b>Learning Outcomes</b>	<b>Assessment Criteria</b>	<b>Knowledge, understanding and skills</b>
<b>The Learner will:</b> 1 Identify customers and their characteristics and expectations	<b>The Learner can:</b> 1.1 Recognise typical customers and their expectations 1.2 Discuss customer expectations with colleagues using recognised customer service language 1.3 Follow procedures through which they and their colleagues deliver effective customer service	Candidates must have an understanding of: <ul style="list-style-type: none"><li>• Typical customers of their organisation e.g.:<ul style="list-style-type: none"><li>- Internal and external</li><li>- Ages</li><li>- Gender</li><li>- Location</li><li>- Cultural differences</li><li>- Specialist groups</li></ul></li><li>• The expectations of their customers e.g.:<ul style="list-style-type: none"><li>- Prompt and polite service</li><li>- Availability of products and services</li><li>- Safe and hygienic products, services and environment</li><li>- Accurate and up-to-date information</li><li>- Appearance meets organisation profile/image</li></ul></li></ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<ul style="list-style-type: none"> <li>• The procedures used by their organisation to deliver effective customer service and meet the expectations of their customers.</li> <li>• Different methods for communicating and storing customer service information e.g.: <ul style="list-style-type: none"> <li>- Face to face</li> <li>- Telephone</li> <li>- Written</li> <li>- Email</li> <li>- Other electronic medium</li> <li>- Customer service issues and the people to go to for information and/or help</li> </ul> </li> </ul>
<p>2 Identify their organisation's services and products</p>	<p>2.1 Outline their organisation's services and products to customers</p> <p>2.2 Greet customers politely and positively</p> <p>2.3 List the information they need to deliver effective customer service and where that information can be found</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• The products and/or services offered by their organisation and their key features and benefits.</li> <li>• The priorities and targets in delivering good customer service e.g.: <ul style="list-style-type: none"> <li>- Answer the telephone within 4 rings</li> <li>- Smile and make eye contact</li> <li>- Polite service</li> </ul> </li> <li>• Information required to deliver effective customer service and where it can be found e.g.: <ul style="list-style-type: none"> <li>- Product updates</li> <li>- Service updates</li> <li>- Delivery schedules</li> <li>- Stock levels</li> <li>- Customer requests</li> <li>- Customer comments</li> <li>- Staff availability</li> </ul> </li> </ul>
<p>3 Know how to communicate using customer service language</p>	<p>3.1 Identify the differences between an internal customer and an external customer</p> <p>3.2 List their organisation's services or products</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• The difference between an internal customer and an external customer</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>3.3 Describe the connection between customer expectations and customer satisfaction in customer service</p> <p>3.4 Describe why organisation procedures are important to good customer service</p> <p>3.5 Explain why teamwork is central to good customer service</p> <p>3.6 Identify the service offer of their organisation</p> <p>3.7 Identify the part they play in delivering customer service</p> <p>3.8 Identify who are their customers</p> <p>3.9 Describe the main characteristics of typical customers that they deal with</p> <p>3.10 Identify what impresses their customers and what annoys their customers</p> <p>3.11 Identify who's who and who does what to deliver customer service in their organisation</p> <p>3.12 Describe the kinds of information they need to give good customer service to customers</p> <p>3.13 Explain how to find information about their organisation's services or products</p> <p>3.14 List typical customer service problems in their work and who should be told about them</p> <p>3.15 Explain how the way they behave affects their customer's service experience</p>	<ul style="list-style-type: none"> <li>• The products and/or services offered by their organisation and their key features and benefits</li> </ul> <p>Candidates must be able to explain:</p> <ul style="list-style-type: none"> <li>• How customer expectations are formed and how the achievement of these expectations result in customer satisfaction.</li> <li>• The importance of organisational procedures to support good customer service.</li> <li>• The importance of teamwork to include: <ul style="list-style-type: none"> <li>- Identification of team members and their customer service roles and responsibilities</li> <li>- The candidate's customer service role and responsibility</li> <li>- Interaction between the roles</li> <li>- The customer service offer of their organisation.</li> </ul> </li> <li>• What creates poor customer service and the way it can damage the reputation of the organisation.</li> <li>• What creates good customer service and how this enhances the reputation of the organisation</li> <li>• The characteristics of a wide range of internal and external customers</li> <li>• Information required to deliver effective customer service and where it can be found e.g.: <ul style="list-style-type: none"> <li>- Product updates</li> <li>- Service updates</li> <li>- Delivery schedules</li> <li>- Stock levels</li> <li>- Customer requests</li> </ul> </li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<ul style="list-style-type: none"> <li>- Customer comments</li> <li>- Staff availability</li> <li>- And where they can obtain the information.</li> <li>• Typical customer service problems and the processes to be followed to address these problems.</li> </ul>

## Assessment

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

## Evidence requirements

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1. Wherever possible your evidence should be based on a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence based on a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit. (*Guidelines for a Realistic Working Environment can be found in the OCR Customer Service Centre Handbook*).
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. The 'organisation' from which you draw your evidence must be the organisation you work for or the organisation in which you have realistic work experience. The 'organisation' may be the whole of the organisation or the business unit, division or department with which you are involved.

## 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)