Unit Title:	**Supervise customer service activities in a contact centre team**
OCR unit number	7
Sector unit number:	CC15
Level:	3
Credit value:	4
Guided learning hours:	8
Unit reference number:	T/503/0387

Unit purpose and aim

This unit concerns being able to resolve difficulties in customer service in a contact centre, monitor customer service performance and compliance with contact centre organisational and regulatory requirements and understand customer service activities in contact centres.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Be able to resolve difficulties in customer service in a contact centre	**The Learner can:** 1.1 Resolve difficulties relating to customer identification and validation within the level of authority in accordance with organisational procedures 1.2 Resolve customer concerns referred from colleagues in accordance with organisational procedures 1.3 Provide advice to colleagues in customer service delivery in accordance with organisational procedures 1.4 Report customer issues that might impact on customer service delivery in accordance with organisational procedures	The Learner may include: • Company procedure for checking customer identity – e.g. additional security questions • Company procedure for dealing with customers who cannot supply the required identification • Complaints procedure – how to record and deal with those complaints with scope of own job role • How to deal with those complaints that fall outside the scope of own job role • Company requirements for the delivery of customer service • Examples of advice given to colleagues to enable them to deliver the service required • Company procedure for reporting customer service problems • Examples of issues identified and referred to the appropriate person

Learning Outcomes	Assessment Criteria	Teaching Content
2 Be able to monitor customer service performance and compliance with contact centre organisational and regulatory requirements	2.1 Identify customer issues that might impact on customer service delivery 2.2 Test the quality of customer service delivery through monitoring performance against agreed Key Performance Indicators (KPIs) 2.3 Validate monitoring data of customer service performance against other evidence 2.4 Identify areas for enhancement in customer service from an analysis of monitoring data 2.5 Inform colleagues of monitoring results in accordance with organisational procedures	• How to identify customer service problems • Key issues that affect service delivery • Company procedure for monitoring service delivery • What the Key Performance Indicators are and how to monitor team performance against them • The sources of evidence available to compare to statistical data • Records of data analysed and examples of recommendations made – eg reports, meetings • Giving feedback to colleagues in line with company policy – e.g. appraisals, performance reviews, 1-2-1s
3 Understand customer service activities in contact centres	3.1 Explain the features and benefits of the products and/or services offered or supported by the contact centre 3.2 Explain organisational and regulatory requirements of customer service delivery in the contact centre 3.3 Describe the organisation's customer service aims and objectives and the service offer of the contact centre 3.4 Explain the importance of supporting colleagues by dealing with customer queries and issues that are outside their authority 3.5 Explain how to design key performance indicators (KPIs)	• The range of products and services provided by the company and the features/benefits of each • The difference between a feature and a benefit • Company policy on the delivery of customer service • Legal requirements – e.g. Data Protection, others • Regulatory requirements – e.g. codes of practice • The aims and objectives of the company • When and why colleagues may need to refer customer queries • The importance of dealing with customer queries promptly and effectively • Which measures of performance are significant to service delivery • How to establish average performance levels and develop targets that improve delivery • The limitations of the service offer and the software/equipment in use

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 proactively monitor and deliver good customer service across a contact centre environment.

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	15	Oversee customer service activities in a contact centre agent team

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).*