Unit Title:	**Build a customer service knowledge set**	
Unit number	42	
Level:	3	
Credit value:	7	
Guided learning hours:	47	
Unit expiry date:	31/12/2014	

Unit purpose and aim

Effective and improving customer service may make use of a customer service knowledge set. This information base is built up continuously as the organisation learns from interaction with its customers. A knowledge set may contain a wide variety of information about customers and their transactions with the organisation. It will, in any case, rely on the actions of the learner and their colleagues in direct contact with customers to build and grow as a useful customer service tool. This unit is all about actions the learner takes to add to the information set and how they use it to develop the way they deal with customer transactions. This unit is for a learner only if their organisation has a systematic and technology supported approach to building a customer information set.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills

The Learner will:
1 Input details of customer queries and requests and develop responses
	The Learner can:
	1.1 Identify through active listening customer queries and comments for inclusion in the knowledge set
	1.2 Classify information collected through customer contact for inclusion in the knowledge set
	1.3 Identify questions frequently asked by customers
	1.4 Identify the broad customer service messages of their organisation's answers to frequently asked questions
	1.5 Work with colleagues to develop responses to customer queries and requests
		Candidates must have a detailed understanding of:
		• How to identify information to be included in the knowledge set to include:
		    - Listening to customers
		    - Classifying information
		    - Identifying frequently asked questions
		    - How to use the organisation's key messages to respond to questions
		• How to work with others to develop suitable responses
		• Monitor the knowledge set to include:
		    - Its effectiveness
		    - Trends and patterns

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.6 Contribute ideas and responses to the customer knowledge set which build on key organisational customer service messages 1.7 Check the effects of possible responses included in the knowledge set with customers 1.8 Monitor the customer service knowledge set to identify trends and patterns	

2 use a customer service knowledge base	2.1 Access information from the customer service knowledge set using specific search criteria
	
	2.2 Browse the customer service knowledge set to research a topic of interest or project area
	
	2.3 Use the customer service knowledge set to inform the introduction of a new product or service variation
	
	2.4 Use the customer service knowledge set to respond to a specific customer request or query
	
	2.5 Assist a colleague to locate specific information in the customer service knowledge set
	
	2.6 Add to the customer service knowledge set as a result of dealing with a customer request or query
		Candidates must have a detailed understanding of:
		• How to access information using appropriate search criteria
		• How to use the information to:
		  - Introduce new or changes to the delivery of products/services
		  - Respond to customer queries
		  - Assist colleagues locating information
		• How to add to and/or update the knowledge set

3 Understand how to build a customer service knowledge set	3.1 Explain the structure and content of their organisation's customer service information set 3.2 Describe how to input and update routines for adding to the customer service knowledge set 3.3 Identify ways that information in a customer service knowledge set can be classified	Candidates must have a detailed understanding of: • The structure and content of the customer service information set of their organisation • How to input and update the customer service knowledge set • How the information can be classified and how to interpret the information • How to identify frequently asked questions

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.4 Identify questions frequently asked by customers of their organisation 3.5 Explain the importance of working with colleagues to develop responses to customer requests and queries 3.6 Describe their organisation's key messages in relation to the services or products they are delivering 3.7 Identify ways to interpret information in a customer service knowledge set 3.8 Describe techniques for assisting a colleague to locate information in a customer service knowledge set	• The importance of working with others when developing responses • The key messages provided by the organisation • The procedures for locating information within the knowledge set

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.

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