Unit Title:	**Communicate information to customers through a contact centre**
OCR unit number	28
Sector unit number:	CC25
Level:	3
Credit value:	4
Guided learning hours:	8
Unit reference number:	K/503/0404

Unit purpose and aim

This unit concerns being able to communicate verbally and in writing with customers referred by others in a contact centre, monitor compliance with organisational communications guidelines and understand the principles of communication with customers in a contact centre.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Be able to communicate verbally with customers referred by others in a contact centre	**The Learner can:** 1.1 Deal verbally with queries directly with customers and referred by others following organisational guidelines 1.2 Adapt the use of language to meet customers' understanding and needs 1.3 Ensure the needs of the organisation and customer are balanced in verbal communications with customers	This may include an understanding of: • the organisational guidelines for speaking to customers • the products and services the organisation offers • the different ways to speak to customers in order to meet their needs • the limits of what can be agreed when balancing the organisational and the customers needs
2 Be able to communicate in writing with customers referred by others in a contact centre	2.1 Deal with queries in writing directly with customers and referred by others following organisational guidelines 2.2 Adapt the use of language and written style to meet the customers' needs and understanding 2.3 Ensure the needs of the organisation and customer are balanced in written communications with customers	This may include an understanding of: • the organisational guidelines for written communication, including format, content and house style • the importance of correct spelling and grammar • the limits of what can be put in writing when balancing the organisational and customer needs

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Learning Outcomes	Assessment Criteria	Teaching Content
3 Be able to support colleagues and monitor compliance with organisational communications guidelines in a contact centre	3.1 Monitor the effectiveness of communications between customers and colleagues against organisational guidelines and standards 3.2 Identify inadequacies in the standard of colleagues' verbal and/or written communications with customers 3.3 Provide feedback and guidance for improvement to colleagues on the standard of verbal and/or written communications	This may include an understanding of: • the organisational procedures for monitoring communications • the procedures for providing feedback and arranging to meet any development needs of the team members
4 Understand the principles of communication with customers in a contact centre	4.1 Describe the features and benefits of the products and/or services offered or supported by the contact centre 4.2 Describe the organisational requirements and regulations that have an impact on communication with customers 4.3 Explain the organisational procedures and guidelines on written communication with customers 4.4 Explain the benefits and drawbacks of choosing verbal or written communication with customers 4.5 Describe the limits of authority of colleagues when dealing with the exchanges with customers 4.6 Explain the strengths and weaknesses of formal and informal methods of monitoring communication between colleagues and customers 4.7 Explain the techniques for providing colleagues with feedback and guidance on verbal and/or written communications with customers	This may include an understanding of: • legislation, professional codes of practice and organisational regulations that have an impact on communication with customers • how to decide when it is best to use formal or informal monitoring of communication • how to give constructive feedback and guidance to colleagues

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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 communicate effectively with customers through contact centre activities appropriate with your job role, in accordance with organisational guidelines.

Guidance on assessment and evidence requirements

Evidence may come from a number of different sources, for example:

- performance evidence may come from a candidate carrying out workplace activities
- knowledge evidence may come from a candidate carrying out workplace activities or from the candidate answering the assessor's questions

Please refer to the OCR Centre Handbook available from the OCR website www.ocr.org.uk.

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

Occupational Standards	Unit Number	Title
Contact Centre	25	Communicate complex information to customers through a contact centre

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

Stationery or a CD-rom.

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)* on the OCR website www.ocr.org.uk.

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