

Contact Centre Operations

OCR Level 1 NVQ Award in Contact Centre Operations

OCR Level 1 NVQ Certificate in Contact Centre Operations

OCR Level 2 NVQ Certificate in Contact Centre Operations

OCR Level 3 NVQ Diploma in Contact Centre Operations

OCR Level 4 NVQ Diploma in Contact Centre Operations

Entry codes: 10263, 10264, 10265, 10268, 10269

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1 Introduction

This centre handbook provides information for centre staff involved in the planning, delivery and assessment of the following qualifications:

OCR entry code	Title	Qualification Number
10263	OCR Level 1 NVQ Award in Contact Centre Operations	600/2336/3
10264	OCR Level 1 NVQ Certificate in Contact Centre Operations	600/2456/2
10265	OCR Level 2 NVQ Certificate in Contact Centre Operations	600/2451/3
10268	OCR Level 3 NVQ Diploma in Contact Centre Operations	600/2338/7
10269	OCR Level 4 NVQ Diploma in Contact Centre Operations	600/2356/9

It is important that centre staff involved in the delivery of the above qualifications understand the requirements laid down in this handbook. Centres should therefore ensure that all staff involved in the delivery of these qualifications have access to this document.

1.1 The OCR Contact Centre Operations suite of qualifications

The OCR Contact Centre Operations suite of qualifications provides candidates with high quality, nationally recognised qualifications. They are vocationally-related, credit-based qualifications that provide valuable opportunities for individuals to develop skills, gain underpinning knowledge and understanding and demonstrate competence in the workplace or provide progression into the contact centre sector. They support achievement of Key Skills/Functional Skills/Essential Skills and relate to national occupational standards (NOS).

The awarding body for these qualifications is Oxford Cambridge and RSA Examinations (OCR) and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual).

These qualifications are regulated in the Qualifications and Credit Framework and appear on the Register of Regulated Qualifications. They are supported by the Council for Administration (CFA), the sector body for contact centre operations.

1.2 Administration arrangements for these qualifications

A separate publication, the *Admin guide: Vocational Qualifications (A850)*, provides details of the administration arrangements for these qualifications. The Admin Guide is available to download from our website: www.ocr.org.uk.

1.3 What is the Qualifications and Credit Framework (QCF)?

The QCF is a unit and credit-based regulatory framework which replaces the National Qualifications Framework (NQF). It is a way of recognising skills and qualifications by awarding credit for qualifications and units achieved.

1.4 If centre staff have queries

This Centre Handbook and the Admin Guide contain all the information needed to deliver and administer these qualifications. If centre staff have any queries about these qualifications that are not answered in these publications, they should refer to the section [Further support and information](#) for details of who to contact. Support is also available on the OCR webpages at www.ocr.org.uk.

1.5 Documentation updates

The information provided in this handbook was correct at the time of production. Occasionally OCR may update this information. Please refer to the qualification webpages at www.ocr.org.uk for details regarding updates to these qualifications. The latest version of this handbook is available to download from the OCR website.

2 General Information

2.1 Qualification profiles

Title	OCR Level 1 NVQ Award in Contact Centre Operations			
OCR code	10263			
QN	600/2336/3			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 1			
Qualification structure	<p>The credit value required for this qualification is 12, a minimum of 7 of which must be achieved at Level 1.</p> <p>To achieve this qualification, candidates must complete a total of 6 credits from the 2 mandatory units, a minimum of 3 credits from Group B, and the remaining 3 or more credits from Groups B or C.</p>			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓		✓
This qualification is suitable for	This qualification provides an opportunity to gain the basic skills and knowledge needed for a career in contact centres or other jobs which involve dealing with customers, encompassing a limited range of competencies from the contact centre sector.			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR Assessors.</p> <p>Candidates may be assessed in a realistic working environment (RWE), in addition to performance at work. This is in accordance with the CfA assessment strategy for Contact Centre Operations.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31st December 2013			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

Title	OCR Level 1 NVQ Certificate in Contact Centre Operations			
OCR code	10264			
QN	600/2456/2			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 1			
Qualification structure	<p>The credit value required for this qualification is 21, of which 11 credits must be at Level 1</p> <ul style="list-style-type: none"> • The learner must achieve: both mandatory units from Group A (6 credits) and a minimum of 6 credits from Group B. • The remaining 9 credits can be achieved from units within Groups B, C or D, of which a maximum of 6 credits can be at Level 2. • Achievement of credit from no more than 2 units from Group D can count towards the full qualification 			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓		✓
This qualification is suitable for	This qualification provides an opportunity to gain the basic skills and knowledge needed for a career in contact centres or other jobs which involve dealing with customers, encompassing a broad range of competencies from the contact centre sector.			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR Assessors.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31st December 2013			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

Title	OCR Level 2 NVQ Certificate in Contact Centre Operations			
OCR code	10265			
QN	600/2451/3			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 2			
Qualification structure	<p>The credit value required for this qualification is 28, of which 15 credits must be at Level 2</p> <ul style="list-style-type: none"> The learner must achieve: both mandatory units from Group A (6 credits); a minimum of 12 credits from Group B; and a minimum of 10 credits from any remaining units from Groups B, C or D. Achievement of credit from no more than 2 units from Group D can count towards the full qualification. <p>Barred unit combinations (i.e. a candidate may take either, but not both):</p> <ul style="list-style-type: none"> 10 & 18 32 & 34 33 & 35 36 & 37 38 & 39 			
Age group approved	Pre-16	16-18	18+	19+
		✓		✓
This qualification is suitable for	Those staff whose contact centre role requires well developed behavioural competence while scope for independent decision making and bringing about change is restricted.			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR Assessors.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31st December 2013			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

Title	OCR Level 3 NVQ Diploma in Contact Centre Operations			
OCR code	10268			
QN	600/2338/7			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 3			
Qualification structure	<p>The credit value required for this qualification is 42, of which 23 credits must be at Level 3</p> <p>To achieve this qualification, candidates must complete a total of 6 credits from the 2 mandatory units, a minimum of 21 credits from Group B, and the remaining 15 or more credits from Groups B or C.</p> <p>Barred unit combination (i.e. a candidate may take either, but not both):</p> <ul style="list-style-type: none"> Units 20 & 36 			
Age group approved	Pre-16	16-18	18+	19+
		✓		✓
This qualification is suitable for	Those people who have the scope to bring about permanent improvements in service delivery that benefit customers and the organisation for which they work. Such individuals may or may not be in roles where they have direct line responsibility for people within contact centres.			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR Assessors.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31st December 2013			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

Title	OCR Level 4 NVQ Diploma in Contact Centre Operations			
OCR code	10269			
QN	600/2356/9			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 4			
Qualification structure	The credit value required for this qualification is 67, of which 35 credits must be at Level 4 To achieve this qualification, candidates must complete a total of 7 credits from the 2 mandatory units, a minimum of 30 credits from Optional Group B, and the remaining 30 or more credits from Optional Group C.			
Age group approved	Pre-16	16-18	18+	19+
			✓	
This qualification is suitable for	People who manage Contact Centre functions, who have more general managerial or technical responsibilities, or who occupy a specialist internal consultancy role within their organisation, and hold a position that will allow them to influence decision making and shape how contact centre operations are delivered inside or outside their organisation.			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	This qualification is pass/fail. This qualification is internally assessed by centre staff and externally verified by OCR Assessors.			
Funding	For details on eligibility for public funding please refer to the following websites: http://www.education.gov.uk/section96/ http://skillsfundingagency.bis.gov.uk/			
Performance figures	For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications http://register.ofqual.gov.uk/			
Last entry date*	31st December 2013.			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

2.2 Target market

These qualifications are suitable for those who wish to undertake Contact Centre activities at Levels 1, 2, 3 or 4.

2.3 Qualification aims

The aim of these qualifications is to recognise the skills and competences of candidates in the workplace.

The **OCR Level 1 NVQ Award in Contact Centre Operations** provides an opportunity to gain the basic skills and knowledge needed for a career in contact centres. This qualification has been designed so that evidence can be gained from either candidate performance at work or in a realistic working environment (RWE).

The **OCR Level 1 NVQ Certificate in Contact Centre Operations** is aimed at candidates who work in contact centres, dealing with customers over the telephone on a daily basis. The skills covered are relevant to a range of sectors, from energy and finance to telecommunications and hospitality.

The **OCR Level 2 NVQ Certificate in Contact Centre Operations** is primarily aimed at candidates who undertake a contact centre role and recognises that employment in the contact centre sector involves a broad range of general and sector specific competencies.

Job roles may include: Trainee Agent, Contact Centre Agent, Help Desk Operative, Sales Advisor, Customer Service Advisor, Telephone Banking Advisor and Telesales Operator.

The **OCR Level 3 NVQ Diploma in Contact Centre Operations** is aimed at candidates who will be delivering and managing service and will be accountable in the area of practice. Candidates will be working without direct supervision or on their own, with good interpersonal and influencing skills.

It is suitable for candidates working in job roles such as: Sales Team Leader, Contact Centre Team Leader, Supervisor and Contact Centre Manager.

The **OCR Level 4 NVQ Diploma in Contact Centre Operations** provides opportunities for further career progression to job roles such as Resource Scheduling Manager, Senior Planner, Team Manager, Key Account Manager, and Senior Contact Centre Manager.

2.4 Entry requirements

These qualifications are available to anyone who is capable of reaching the required standards. They have been developed free from any barriers that restrict access or progression, thereby promoting equal opportunities.

All centre staff involved in the assessment or delivery of these qualifications should understand the requirements of the qualification and match them to the needs and capabilities of individual candidates before entering them as candidates for one of these qualifications.

There are no formal requirements for entry to these qualifications.

2.5 Recognition of Prior Learning

Within the QCF, recognition of prior learning (RPL) is defined as 'A method of assessment that considers whether a learner can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.' (Regulatory arrangements for the Qualifications and Credit Framework Ofqual/08/3726). OCR encourages the use of RPL and centres should advise their learners that they can bring forward any relevant learning (gained either informally or formally) so that, it can be assessed against the assessment criteria specified in the unit, or units, the learner aims to complete. It is important that centres make it clear to their learners that the RPL process is concerned with how the learner has acquired the knowledge, understanding or skills, it does not mean the learner is exempt from the assessment.

The currency of knowledge and ability, is often important when recognising skills and competences. Where assessment is devolved to centres through assignments or portfolio-building, centre staff must judge the relevance of prior learning in all its aspects (including currency) to the qualification being assessed, before OCR will quality assure and authorise certification.

2.6 Unique Learner Number (ULN)

It is an Ofqual requirement that Awarding Bodies must capture the Unique Learner Number (ULN) for all candidates who have claimed certification for qualifications in the contact centre operations suite. Where a candidate has a ULN, you should enter their number in the ULN field of the entry form. For candidates who do not have a ULN, a claim will still be accepted if you leave this field blank but OCR will not be able to send these achievements to the Diploma Aggregation Service. Further information about this can be found in the *Admin guide: Vocational Qualifications (A850)* available to download from www.ocr.org.uk.

2.7 Progression opportunities

These qualifications have been designed to equip learners with the knowledge and skills to progress onto roles with additional responsibilities within contact centre operations. They also allow progression to additional learning including further and higher education.

2.8 Supporting OCR candidates

Centres should ensure that candidates are informed of the title and level of the qualification they have been entered for and that Oxford Cambridge and RSA Examinations (OCR) is the awarding body for their chosen qualification.

Centre staff should provide guidance to candidates on the assessment process and help candidates prepare for assessment. Full details on how the units are assessed are in sections 3 and 6 of this centre handbook.

2.9 Wider issues

These qualifications provide potential for centres to develop candidates' understanding of spiritual, moral, ethical, social and cultural issues and heighten candidates' awareness of environmental issues, health and safety considerations and European developments.

Spiritual, moral, ethical, social and cultural issues

Centre staff delivering a course that supports these qualifications would have opportunities to address spiritual, moral, ethical, social and cultural issues.

Centre staff delivering a course that supports these qualifications would have opportunities to address ethical, social, cultural and moral issues in some of the units, for example:

- candidates will need to understand issues such as individual responsibility, group/team responsibility, business' and social responsibilities
- explore the individual's responsibility towards the customer, courtesy and protocols when dealing with colleagues and customers
- confidentiality of information (employer and customers)

Example: In the Level 1 unit "Work with others to support customers in a contact centre", candidates will need to understand their responsibility towards the customer, in terms of courtesies and protocols when dealing with customers and colleagues. In addition, issues are explored in relation to security and confidentiality of information.

Environmental issues, health and safety considerations and European developments

Centre staff delivering a course that supports these qualifications may have opportunities to address environmental issues, health and safety considerations and European developments depending on the method of delivery/choice of teaching materials.

For example, health and safety issues and their application are an integral part of Unit 3 in the Level 4 NVQ Diploma, "Manage health and safety procedures in a contact centre". In this unit, candidates will need to understand the legislative requirements regarding health and safety and know how to maintain and manage a healthy and safe contact centre environment.

2.10 Guided learning hours

Each of the units in these qualifications are allocated a number of guided learning hours (glh) which indicates the approximate number of hours for teacher supervised or directed study time and assessment. Information on unit glh for this qualification is given in section 6.

2.11 Funding

These qualifications are published at Levels 1, 2, 3 and 4 in the Qualifications and Credit Framework and are eligible for funding under Section 96 and/or Skills Funding Agency. For funding information you should refer to the following websites:

<http://www.education.gov.uk/section96/>

<http://skillsfundingagency.bis.gov.uk/>

2.12 Mode of delivery

OCR does not specify the mode of study or specify a time limit for the achievement of these qualifications, other than the last entry dates laid down by the regulatory authorities detailed in the qualification profiles.

Centres are free to deliver these qualifications using any mode of delivery that meets the needs of their candidates. Whatever mode of delivery is used, centres must ensure that candidates have appropriate access to the resources identified below.

Centres should consider the candidates' complete learning experience when designing learning programmes. This is particularly important in relation to candidates studying part-time alongside real work commitments where candidates may bring with them a wealth of experience that should be utilised to maximum effect by centre staff.

2.13 Resources

OCR strongly advises that teaching and development of subject content and associated skills be referenced to real vocational situations, through the utilisation of appropriate work-based contact, vocationally experienced delivery personnel, and real life case studies.

Candidates should be encouraged to read around the subject and have an appropriate knowledge of the application of the appropriate legislation (e.g. Health and Safety).

In addition, each unit will contain guidance on the resources required. Staff conducting assessment must understand fully the requirements of these qualifications. Centres should ensure that appropriate physical resources are made available to candidates.

Centres will need to provide appropriate assessment facilities for candidates that comply with the regulations laid down by OCR in the *Admin guide: Vocational Qualifications (A850)* and the *JCQ Instructions for Conducting Examinations*, available on the OCR website www.ocr.org.uk.

Centres will need to meet the above requirements when they seek centre approval from OCR.

2.14 Delivery in Wales and Northern Ireland

The specification for these qualifications has only been approved by Ofqual for delivery in England/Wales/Northern Ireland during the life of the qualifications.

The specification for these qualifications has been approved by the Department for Children, Education, Lifelong Learning and Skills (DCELLS) for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

Candidates in Wales or Northern Ireland should not be disadvantaged by terms, legislation or aspects of government that are different from those in England. Where such situations might occur, including in the external assessment, the terms used have been selected as neutral so that candidates may apply whatever is appropriate to their own situation.

We will provide specifications, assessments and supporting documentation in English.

Further information concerning the provision of assessment materials in Welsh and Irish may be obtained from the OCR Customer Contact Centre: 024 76 851509.

2.15 Access arrangements and special consideration

Adjustments to standard assessment arrangements are made on the basis of the individual needs of candidates.

It is important, therefore, that centres identify as early as possible whether candidates have disabilities or particular difficulties that will put them at a disadvantage in the assessment situation and select an appropriate qualification or adjustment that will allow them to demonstrate attainment.

The responsibility for providing adjustments to assessment is one which is shared between OCR and the centre. Centre staff should consult the Joint Council of Qualifications' (JCQ) booklet *Access Arrangements, Reasonable Adjustments and Special Consideration* www.jcq.org.uk.

This document should also be referred to for those candidates who may require a post examination adjustment, special consideration (to reflect temporary illness, indisposition or injury), at the time of the examination/assessment.

For further guidance on access arrangements and special consideration please refer to OCR's *Admin guide: Vocational Qualifications (A850)* on the OCR website www.ocr.org.uk.

2.16 Results enquiries and appeals

Please refer to the *Admin guide: Vocational Qualifications (A850)* which can be downloaded from the OCR website www.ocr.org.uk.

2.17 Centre malpractice guidance

It is the responsibility of the Head of Centre* to report (in writing) all cases of suspected malpractice involving centre staff or candidates, to the OCR Standards Division.

When asked to do so by OCR, Heads of Centres are required to investigate instances of malpractice promptly, and report the outcomes to the OCR Standards Division.

Further information is contained in the JCQ publication: *Suspected Malpractice in Examinations and Assessments* which is available from www.jcq.org.uk together with OCR's *Malpractice Procedures – A Guide for Centres*.

* The Head of Centre is defined as the most senior officer in the organisation, directly responsible for the delivery of OCR qualifications, eg the Principal of a College, the Head Teacher of a school, the Managing Director of a Private Training Provider or the Group Training Manager of a major company.

3 Assessment

3.1 Assessment: How it works

In order for candidates to be able to effectively progress towards meeting the requirements of each assessment criterion, teachers/tutors must make sure that the supporting knowledge, understanding and skills requirements for each criterion are fully addressed. The identified knowledge, understanding and skills in the unit are not exhaustive and may be expanded upon or tailored to particular contexts to which the unit is being taught and the assessment criteria applied.

We recommend that teaching and development of subject content and associated skills be referenced to real life situations, through the utilisation of appropriate work-based contact, vocationally experienced delivery personnel, and real life case situations.

When assessors are satisfied that the candidate has met all of the requirements for a unit, they must confirm this by signing an evidence record sheet for that unit to show that the assessment process is complete.

3.2 Initial assessment of candidates

It is important for centres to carry out some form of initial assessment that identifies what competence and knowledge a candidate already has and the gaps that they need to look at. This will help plan the assessment because it allows assessors to help candidates understand the best place to start collecting evidence. It will also identify units which candidates might have difficulty finishing.

3.3 Assessment planning

Assessors must take responsibility for assessment planning with candidates. This will involve agreeing a number of issues with candidates including:

- finding the best source of evidence to use for particular units
- finding the best way of assessing the candidate
- confirming the best times, dates and places for the assessments to take place.

Assessors must provide regular opportunities for reviewing assessment plans with candidates and give constructive feedback on each occasion. Assessment plans should provide guidance to the candidate about what evidence they should collect and why.

3.4 Making assessment decisions

It is not necessary for candidates to meet all the criteria every time they carry out an activity but **it is necessary that all candidates produce their own evidence to meet all assessment criteria.** They must consistently provide enough evidence for assessors to believe that the candidate is competent in their working environment.

In line with the 2010 Learning and Development standard 9 *Assess learner achievement*, assessors should:

- plan with the candidates
- assess candidate performance, knowledge and understanding
- look at the evidence
- question and give feedback to the candidate working towards these qualifications.

They should also be satisfied that the candidate has demonstrated competence when meeting the assessment criteria.

All criteria must be completed before the assessor can sign the unit off as complete.

Full details of the administration arrangements associated with these qualifications are included in the *Admin guide: Vocational Qualifications (A850)* which can be downloaded from the OCR website www.ocr.org.uk.

3.5 Authentication

Teachers/Tutors/Assessors must be confident that the work they mark is the candidate's own. This does not mean that a candidate must be supervised throughout the completion of all work but the teacher/tutor/assessor must exercise sufficient supervision, or introduce sufficient checks, to be in a position to judge the authenticity of the candidate's work.

Wherever possible, the teacher/tutor/assessor should discuss work-in-progress with candidates. This will not only ensure that work is underway in a planned and timely manner but will also provide opportunities for teachers/tutors/assessors to check authenticity of the work and provide general feedback.

Candidates must not plagiarise. Plagiarism is the submission of another's work as one's own and/or failure to acknowledge the source correctly. Plagiarism is considered to be malpractice and could lead to the candidate being disqualified. Plagiarism sometimes occurs innocently when candidates are unaware of the need to reference or acknowledge their sources. It is therefore important that centres ensure that candidates understand that work they submit must be their own and that they understand the meaning of plagiarism and what penalties may be applied. Candidates may refer to research, quotations or evidence but they must list their sources.

Where permitted by the specification, the work of individual candidates may be informed by working with others, for example, in undertaking research, but candidates must provide an individual response as part of any task outcome.

Whilst there are no restrictions on the number of times that a candidate can resubmit evidence, it is the responsibility of the teacher/tutor/assessor to ensure that the details of any feedback and guidance are clearly recorded. Any advice to individual candidates over and above that given to the class as a whole should be recorded.

3.6 Methods of assessment

It is the assessor's responsibility to agree the best method of assessing a candidate in relation to their individual circumstances. The methods agreed must be:

- valid
- reliable
- safe and manageable
- suitable to the needs of the candidate.

Valid

A valid assessment method is one that is capable of measuring the knowledge or skills in question. For example, a written test cannot measure a candidate's practical skills or their ability to work well with others.

Validity can also be compromised if a candidate does not understand what is required of them. For example, one valid method of assessing a candidate's knowledge and understanding is to question them. If the questions posed are difficult for the candidate to understand (not in terms of the content but the way they are phrased, for example), the validity of the assessment method is questionable.

As well as assessment methods being valid, the evidence presented must also be valid. For example, it would not be appropriate to present an organisation's policy on "incident management" as evidence towards the requirement of Unit 21 in the Level 4 NVQ Diploma "Manage incident management systems in a contact centre", unless developed by the candidate, as it would not allow for valid assessment. It may be more appropriate for the candidate and assessor to have a discussion about the policy and for the candidate to explain how it is relevant, illustrated with examples from their work of their compliance to the requirements. This discussion could then be assessed by the assessor and recorded as evidence.

Reliable

A reliable method of assessment will produce consistent results for different assessors on each assessment occasion. Internal verifiers must make sure that all assessors' decisions are consistent.

Safe and manageable

Assessors and internal verifiers must make sure that the assessment methods are safe and manageable and do not put unnecessary demands on the candidate and/or the organisation they work for.

Suitable to the needs of the candidate

OCR has tried to make sure that achievement of these qualifications is free from constraints outside the requirements of the candidate's job role.

For candidates who have access requirements please see section [2.15](#) of this handbook.

If centre staff think that any aspect of these qualifications unfairly restricts access and progression, they should talk to their OCR external verifier about this.

OCR in partnership with the Council for Administration (CfA) and other awarding bodies have identified the following main assessment methods which are suitable for these qualifications:

- **direct observation** of practice by a qualified assessor or by the expert witness for occupational specific units
- **examining the evidence** by an assessor

- **questioning** the candidate or witness by an assessor
- **inference of knowledge** from direct observation.

In some situations, the assessor can speak to the candidate to provide evidence of the candidate's performance and knowledge (see [Professional discussion](#)).

3.7 Examining the evidence

Only approved and qualified assessors (see [Assessor and internal verifier requirements](#)) may examine the evidence for the assessment of these qualifications.

Evidence can:

- reflect how the candidate carried out the process
- be the product of a candidate's work
- be a product relating to the candidate's competence.

For example:

The process that the candidate carries out could be recorded in an observation or witness testimony. It is the assessor's responsibility to make sure that the evidence a candidate submits for assessment meets the requirements of the qualification.

The product of a candidate's work could be, for example, email messages to or from colleagues, project reports etc.

After the assessor has examined the evidence, the assessor must record an assessment decision and the justification for the decision. The assessor should also give feedback to the candidate.

3.8 Observation

Only approved and qualified assessors (see [Assessor and internal verifier requirements](#)) may carry out observations for the assessment of these qualifications.

The assessor and candidate should plan observations together but it is the assessor's responsibility to record the observation properly.

After the observation has taken place, the assessor needs to record an assessment decision and the justification for the decision. The assessor should also give feedback to the candidate.

3.9 Questioning

Only approved and qualified assessors (see [Assessor and internal verifier requirements](#)) may question a candidate or witness for the assessment of these qualifications.

Questioning the candidate is normally an ongoing part of the assessment process, and is necessary to:

- test a candidate's knowledge of facts and procedures

- check if a candidate understands principles and theories *and*
- collect information on the type and purpose of the processes a candidate has gone through.

Assessors should ask open questions; that is questions where the candidate has to give an answer (other than 'yes' or 'no'). Assessors should also be careful to avoid complicated questions which may confuse the candidate.

It is important that assessors record assessment decisions after they have questioned the candidate. They must record enough information to justify the decisions they make. This does not mean that assessors must record, word for word, the questions put to the candidate and the answers the candidate gives. However, assessors must record enough information about what they asked and how the candidate replied to allow the assessment to be verified.

Questioning witnesses is normally an ongoing part of validating written witness statements. However, questioning witnesses should not just be used for this purpose. Assessors should be able to speak to witnesses and record, in whatever way is suitable, the verbal statements of these witnesses. A record of verbal statement is a form of witness statement and could provide valuable evidence to confirm a candidate's competence over a period of time.

3.10 Professional discussion

Professional discussion is a structured, planned and in-depth discussion recorded by the assessor. It allows the candidate to present evidence of competence and to demonstrate skills, knowledge and understanding through discussing the evidence and showing how it meets the requirements of the qualification. The assessor should guide the discussion by using open questioning, active listening and knowledge of the standards.

3.11 Witness testimonies

Witness testimonies can be used as evidence of a candidate's performance. Such testimonies could be made verbally to the assessor or could be written in a short note.

If a witness provides a written statement they should include the following:

- the candidate's name
- the date, time and venue of the activity carried out
- a description of the activities performed by the candidate
- the date of writing the testimony
- a description of the witness' relationship to the candidate
- their signature and job title
- their contact details (such as telephone number).

It is not appropriate for witness testimonies to contain a list of the skills to which it relates.

Witnesses must direct the information in their testimonies to describing what the candidate did. The assessor will then judge whether the candidate's activities demonstrate competence to the standards. It is not acceptable for candidates to produce written witness testimonies for witnesses to sign, to support a qualification they are working towards.

3.12 Personal statements

This is a candidate's own account of what they did, backed up by reference to evidence or witnesses. Candidates can also produce logs or diaries, reflective accounts, but someone who can authenticate them as a true account of what took place must countersign these.

3.13 Performance evidence

Performance evidence provides proof of what a candidate can do. Sometimes, performance evidence can also provide evidence of what a candidate knows. Performance evidence can take the form of the following:

- products or outcomes of the candidate's work (for example, things that the candidate produced or worked on). The evidence presented for assessment may be the actual product or a record of the product
- if group work is used as evidence, the candidate's contribution must be identified clearly. Other products (for example, company policies) may have been reproduced by someone else but relate to the candidate and their competence
- proof of the way the candidate carried out their work (that is, the process they went through). An assessor's observation of a candidate or a witness' testimony both provides performance evidence and would be suitable for these qualifications.

3.14 Where evidence comes from

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.

3.15 Real work

These qualifications require that all assessment of a candidate's performance must take place within the workplace, and that observation should be of naturally occurring practice within the candidate's work role. This will include the demonstration of the application of knowledge. Only units within the Level 1 NVQ Award in Contact Centres can be assessed in a realistic working environment (RWE) in addition to the candidate's workplace. For a RWE, centres must provide an environment which replicates the key characteristics of the workplace in which the skill to be assessed is normally employed.

3.16 Simulation

Simulation is not allowed. However, where access to assessment is jeopardised by this, guidance should be sought from OCR who will decide the issue in conjunction with the CfA (Council for Administration).

3.17 Medium that can be used

Evidence can take many forms, for example, photographs, videos, audio tapes, CD-ROMs and paper-based or digitally formatted documents.

3.18 Amount of evidence needed

It is difficult to give detailed guidance regarding the amount of evidence needed as it depends on the type of evidence collected and the judgement of assessors.

For a candidate to be judged competent in a unit, the evidence presented must satisfy all the assessment requirements and assessment criteria.

The quality and breadth of evidence provided should determine whether an assessor is confident that a candidate is competent or not. Assessors must be convinced that candidates working on their own can work independently to the required standard.

OCR may accept some evidence from candidates who have been assessed in a language other than English, Welsh or Irish as long as there is enough evidence to show that candidates are competent in English, Welsh or Irish to the standard required for competent performance throughout the UK.

3.19 Cumulative assessment record (CAR)

As well as collecting evidence, candidates must record all their assessed evidence in their personal **cumulative assessment record (CAR)**. The CAR is the candidate's record of what evidence has been accepted as proof of competence and where that evidence can be found. It can also be used to record progress towards, and achievement of units.

Filling in the CAR is an ongoing process involving discussion and agreement between the candidate and their assessor. The candidate should fill in and keep the CAR while working towards their qualification. An assessor may help the candidate complete the CAR if necessary.

Centres can design their own recording documents if they want to. You should talk about any document you want to use with your external verifier before you use them. OCR's publication *Admin guide: Vocational Qualifications (A850)* includes information and criteria for designing recording documents.

We have provided other forms and recording documents which assessors and candidates might want to use for these qualifications please see the OCR website www.ocr.org.uk.

3.20 Verification – how it works

Internal verification

It is the centre's responsibility to appoint an internal verifier to manage the internal verification process. The purpose of internal verification is to make sure and show that assessment is valid and consistent, through monitoring and sampling assessment decisions.

Internal verifiers must agree the use of simulated activities before they take place and must sample all evidence produced through simulated activities (see section **Simulation**).

The role of the internal verifier is more fully explained in the *Administrative Guide to Vocational Qualifications (A850)*.

External verification

OCR will allocate an external verifier who will visit the centre to verify assessments and internal verification.

External verifiers will want to interview candidates, assessors and internal verifiers during their visits. Assessment records and evidence for all candidates must also be available for verifiers to see if they ask to. It is the assessor's (and not the internal or external verifiers') responsibility to 'sign off' each unit of competence.

Centres should have the following available for each external verification visit:

- a list of candidates registered for these qualifications, together with their achievements to date plus certification records
- access to evidence (for example, up-to-date portfolios) and CARs
- access to OCR on-line claim system (Interchange)
- relevant assessors and selected candidates as requested by the external verifier (EV), including those whose certificates have been claimed through Direct Claims Status (DCS)
- all portfolios (access to evidence) relating to certificates claimed through DCS
- a copy of the external verifier's last visit report
- a sample signature list for all assessors and internal verifiers
- details of training and curriculum vitae for new members of the assessment team
- all **centre records** (see **Centre records – assessment and verification** for more details)
- evidence of achieving action points since the last external verifier visit
- notes of any action carried out due to particular points mentioned by an external verifier in any correspondence since their last visit
- recommendations to the external verifier
- if recorded evidence is used, ensure all recordings and appropriate playback equipment is available.

Centre records – assessment and verification

A centre must make sure that assessment and verification records are available for external verification purposes. Assessment and/or internal verification records must record the following minimum information:

- candidate's name and location
- the title and level of the qualification they are taking
- candidate's start date on the programme and confirmation of registration with OCR
- name of the assessor
- name of the internal verifier
- date and outcome of the initial assessment of the candidate
- dates and details of candidate reviews and feedback sessions
- dates of all assessments and their outcomes (that is, the decision whether the candidate has met the requirements or not) cross-referenced to the unit
- the assessment method(s) being used
- enough detail of the assessment to justify the decision made
- an indication of the use of simulation, if used
- dates and outcomes of internal verification
- action resulting from internal verification
- certification.

Records should show formative assessment decisions (ongoing decision making), summative assessment decisions and feedback to the candidate.

4 Assessor and Internal Verifier Requirements

4.1 Assessment Centre Requirements

The Assessment Centre must:

- Ensure that there are a sufficient number of people either trained or qualified to assess the number of candidates they anticipate to register
- Ensure that there are a sufficient number of people either trained or qualified to internally verify for the number of candidates and assessors
- Put verification systems and internal verifiers in place to ensure that all assessments are valid, reliable, authentic and sufficient and provide quality assured training for those people identified as being responsible for verification
- Ensure that there is a system of standardisation in place to ensure that all assessments are consistent and fair
- Ensure that those undertaking the roles of verification and assessment maintain their skills, knowledge and understanding regarding assessment and verification and the associated qualification.

The occupational expertise of those undertaking the roles of assessment and internal verification is one of the key factors underpinning valid, fair and reliable assessment. The integrity of assessments and verifications is of paramount importance. Centres must ensure that there is sufficient time to conduct effective assessment and internal verification.

4.2 Assessors

Assessment is an activity that can be performed by a dedicated individual or as part of an individual's wider role e.g. Supervisor, manager, tutor.

The Assessment centre must ensure that those making assessment decisions have the necessary expertise to do so, which includes Assessors having, or working towards, appropriate qualifications, these would include D32/33, A1, QCF Level 3 Award in Assessing Competence in the Work Environment or QCF Level 3 Certificate in Assessing Vocational Achievement.

Where Centres use assessors who are working towards appropriate qualifications, their decisions must be countersigned by someone who is a qualified assessor.

All assessors must:

- have the role of assessor identified within their role profile, where assessment forms part of an individual's role
- be occupationally competent in the unit they are assessing. This means that each assessor must, according to current sector practice, be competent in the functions covered by the units they are assessing. Assessors must be able to demonstrate consistent application of the skills and the current supporting knowledge and understanding in the context of a recent role directly related to the units they are assessing as a practitioner, trainer or manager

- be familiar with the units that relate to the qualification and must be able to interpret and make judgements on current working practices and technologies within the area of work.

4.3 Internal verifiers

Internal Verification (Internal Quality Assurance) is an activity that can be performed by a dedicated individual or as part of an individual's wider role. All Internal verifiers must:

- be qualified as a verifier (V1, D34 or QCF Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice) or working towards an appropriate qualification
- be occupationally knowledgeable across the range of units for which they are responsible prior to commencing the role. IVs must also sample the assessment process and resolve differences and conflicts on assessment decisions
- ensure that assessment has been carried out by persons who are occupationally competent within the area they are assessing
- maintain their occupational knowledge by actively engaging in continuous professional development activities in order to keep up-to-date with developments within the sector.

Where Centres use internal verifiers who are working towards appropriate qualifications, their decisions must be countersigned by someone who is a qualified internal verifier.

5 Certification

Candidates who achieve the full qualification will receive:

- a certificate listing the unit achieved with their related credit value, and
- a certificate giving the full qualification title, ie

OCR Level 1 NVQ Award in Contact Centre Operations

or

OCR Level 1 NVQ Certificate in Contact Centre Operations

or

OCR Level 2 NVQ Certificate in Contact Centre Operations

or

OCR Level 3 NVQ Diploma in Contact Centre Operations

or

OCR Level 4 NVQ Diploma in Contact Centre Operations

Candidates achieving one or more units but who do not meet the credit requirements for a full qualification will receive a certificate listing the units they have achieved along with their credit value.

5.1 Claiming certificates

Certificates will be issued directly to the centre for successful candidates. In order to ensure that these are automatically issued centres must ensure that the OCR candidate number is **always** used where a candidate has already achieved one or more units. See the *Admin guide: Vocational Qualifications (A850)* for full details.

5.2 Replacement certificates

If a replacement certificate is required a request must be made to the OCR Operations Division on 024 76 470033, or in writing to the Coventry office, and an application form with further instructions will be sent. A charge will be made for a replacement certificate.

6 Qualification Structure and Units

6.1 Qualification structures

Candidates do not have to achieve units in any particular order and teachers/tutors should tailor learning programmes to meet individual candidate needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of these qualifications and identify opportunities to link the units at various levels within Contact Centre Operations.

If a candidate is not able to complete the full qualification, their achievements will be recognised through the issue of a unit certificate listing the units achieved.

OCR Level 1 NVQ Award in Contact Centre Operations

(Qualification Number 600/2336/3)

For this qualification candidates must achieve at least 12 credits made up as follows:

- 7 credits must be at Level 1
- two mandatory units from Group A (6 credits)
- a minimum of 3 credits from Group B
- a minimum of 3 credits from Groups B or C

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CC1	Improve personal effectiveness at work in a contact centre	T/503/0342	4	2	15
2	CC4	Comply with health and safety procedures in a contact centre	D/503/0352	2	1	9

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
3	CC30	Work with others to support customers in a contact centre	J/503/0412	3	1	10
4	CC23	Communicate information to customers through a contact centre	D/503/0402	4	1	10
5	CC18	Contribute to sales activities in a contact centre	F/503/0392	3	1	6
6	CC13	Contribute to customer service in a contact centre	Y/503/0382	3	1	5
7	CC8	Use specific features of contact centre systems and technology	F/503/0361	3	1	12

Optional Group C

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
8	IT BS1	Bespoke software	A/502/4395	2	1	15
9	IT EML1	Using email	J/502/4299	2	1	15
10	IT UCT1	Using collaborative technologies	A/502/4378	3	1	20
11	SAL 2-4	Selling by telephone - inbound	J/502/8577	4	2	27
12	SAL 2-5	Selling by telephone - outbound	J/502/8580	4	2	27
13	CS A1	Maintain a positive and customer-friendly attitude	R/601/1209	5	1	33
14	CS F1	Communicate using customer service language	F/601/1609	4	1	30
15	CS C1	Recognise and deal with customer queries, requests and problems	M/601/1508	5	1	33
16	CS C2	Take details of customer service problems	T/601/1509	4	1	27
17	CS D6	Develop your own customer service skills through self-study	R/601/1548	6	2	40
18	ICF:FS1	IT communication fundamentals	Y/502/4291	2	1	15
19	INT1	Using the internet	T/502/4296	3	1	20

OCR Level 1 NVQ Certificate in Contact Centre Operations

(Qualification Number 600/2456/2)

For this qualification candidates must achieve at least 21 credits made up as follows:

- 11 credits must be at Level 1
- two mandatory units from Group A (6 credits)
- a minimum of 6 credits from Group B
- a minimum of 9 credits from Groups B, C or D of which a maximum of 6 credits can be at Level 2
- no more than 2 units from Group D can count towards the full qualification

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CC1	Improve personal effectiveness at work in a contact centre	T/503/0342	4	2	15
2	CC4	Comply with health and safety procedures in a contact centre	D/503/0352	2	1	9

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
3	CC8	Use specific features of contact centre systems and technology	F/503/0361	3	1	12
4	CC18	Contribute to sales activities in a contact centre	F/503/0392	3	1	6
5	CC13	Contribute to customer service in a contact centre	Y/503/0382	3	1	5
6	CC23	Communicate information to customers through a contact centre	D/503/0402	4	1	10
7	CC30	Work with others to support customers in a contact centre	J/503/0412	3	1	10

Optional Group C

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
8	CS A1	Maintain a positive and customer-friendly attitude	R/601/1209	5	1	33
9	CS F1	Communicate using customer service language	F/601/1609	4	1	30
10	CS C1	Recognise and deal with customer queries, requests and problems	M/601/1508	5	1	33
11	CS C2	Take details of customer service problems	T/601/1509	4	1	27
12	CS D6	Develop your own customer service skills through self-study	R/601/1548	6	2	40
13	SAL 2-4	Selling by telephone - inbound	J/502/8577	4	2	27
14	SAL 2-5	Selling by telephone - outbound	J/502/8580	4	2	27

Optional Units Group D

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
15	IT UCT1	Using collaborative technologies	A/502/4378	3	1	20
16	IT EML1	Using email	J/502/4299	2	1	15
17	IT BS1	Bespoke software	A/502/4395	2	1	15
18	ICF:FS1	IT communication fundamentals	Y/502/4291	2	1	15
19	INT1	Using the internet	T/502/4296	3	1	20

OCR Level 2 NVQ Certificate in Contact Centre Operations

(Qualification Number 600/2451/3)

For this qualification candidates must achieve at least 28 credits made up as follows:

- 15 credits must be at Level 2
- two mandatory units from Group A (6 credits)
- a minimum of 12 credits from Group B
- a minimum of 10 credits from Groups B, C or D
- no more than 2 units from Group D can count towards the full qualification

Barred unit combinations (ie a candidate may take either, but not both):

- 10 & 18
- 32 & 34
- 33 & 35
- 36 & 37
- 38 & 39

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CC1	Improve personal effectiveness at work in a contact centre	T/503/0342	4	2	15
2	CC4	Comply with health and safety procedures in a contact centre	D/503/0352	2	1	9

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
3	CC9	Use systems and technology during customer contact in a contact centre	J/503/0362	4	2	24
4	CC14	Deliver customer service through a contact centre	K/503/0385	5	2	12
5	CC19	Carry out direct sales activities in a contact centre	L/503/0394	5	2	15
6	CC24	Communicate information to customers in different but familiar contexts through a contact centre	H/503/0403	4	2	12

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
7	CC31	Provide support through a contact centre for specified products and/or services	L/503/0413	4	2	18
8	CC38	Deal with incidents through a contact centre	K/503/0421	7	2	40
9	CC32	Support customers and colleagues when providing contact centre services	J/503/0426	5	3	15

Optional Group C

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
10	CS B7	Deal with customers using bespoke software	L/601/1225	5	2	33
11	CS A11	Deal with incoming telephone calls from customers	F/601/1223	5	2	33
12	CS A5	Promote additional services or products to customers	D/601/0936	6	2	40
13	CS F2	Follow the rules to deliver customer service	L/601/1614	4	2	30
14	CS C7	Process customer service complaints	D/601/1522	6	3	40
15	CS D8	Work with others to improve customer service	D/601/1553	8	3	53
16	M D1	Develop working relationships with colleagues	H/600/9660	3	2	15
17	WP1	Word processing software	L/502/4627	3	1	20
18	IT BS2	Bespoke software	F/502/4396	3	2	20
19	SAL 2-14	Handling objections and closing sales	M/502/8606	3	2	22
20	SAL 2-1	Time planning in sales	F/502/8559	2	2	13
21	SAL 2-4	Selling by telephone - inbound	J/502/8577	4	2	27
22	SAL 2-5	Selling by telephone - outbound	J/502/8580	4	2	27
23	SAL 2-6	Inputting and accessing sales or marketing data in information systems	D/502/8584	2	2	15
24	CS B8	Maintain customer service through effective handover	Y/601/1227	4	2	27
25	CS C3	Resolve customer service problems	M/601/1511	6	2	40
26	CS A6	Process information about customers	H/601/1215	5	2	33
27	CS C4	Deliver customer service to difficult customers	T/601/1512	6	2	40

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
28	CS D5	Buddy a colleague to develop their customer service skills	M/601/1542	5	2	33
29	CS D6	Develop your own customer service skills through self-study	R/601/1548	6	2	40
30	CS A4	Give customers a positive impression of yourself and your organisation.	L/601/0933	5	2	33
31	CA D4	Support customers using on-line customer services	H/601/1540	5	2	33

Optional Units Group D

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
32	IT EML1	Using email	J/502/4299	2	1	15
33	IT UCT1	Using collaborative technologies	A/502/4378	3	1	20
34	IT EML2	Using email	M/502/4300	3	2	20
35	IT UCT2	Using collaborative technologies	F/502/4379	4	2	30
36	INT1	Using the internet	T/502/4296	3	1	20
37	INT2	Using the internet	A/502/4297	4	2	30
38	ICF:FS2	IT communication fundamentals	D/502/4292	2	2	15
39	ICF:FS1	IT communication fundamentals	Y/502/4291	2	1	15

OCR Level 3 NVQ Diploma in Contact Centre Operations

(Qualification Number 600/2338/7)

For this qualification candidates must achieve at least 42 credits made up as follows:

- 23 credits must be at Level 3
- two mandatory units from Group A (6 credits)
- a minimum of 21 credits from Group B
- a minimum of 15 credits from Groups B or C

Barred unit combination (ie a candidate may take either, but not both):

- Units 20 & 36

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CC4	Comply with health and safety procedures in a contact centre	D/503/0352	2	1	9
2	CC2	Develop personal and organisational effectiveness in a contact centre	Y/503/0348	4	3	10

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
3	CC5	Monitor health and safety procedures in a contact centre	M/503/0355	5	3	20
4	CC10	Support team use of contact centre systems and technology	R/503/0364	6	3	20
5	CC15	Supervise customer service activities in a contact centre team	T/503/0387	4	3	8
6	CC16	Manage customer service delivery in a contact centre	A/503/0388	6	4	10
7	CC19	Carry out direct sales activities in a contact centre	L/503/0394	5	2	15
8	CC20	Lead direct sales activities in a contact centre team	D/503/0397	4	3	8
9	CC21	Manage direct sales activities in a contact centre	H/503/0398	6	4	12
10	CC25	Communicate information to customers through a contact centre	K/503/0404	4	3	8

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
11	CC26	Coordinate customer communication processes in a contact centre	T/503/0406	6	4	12
12	CC27	Contribute to performance management in a contact centre	A/503/0407	4	3	12
13	CC32	Support customers and colleagues when providing contact centre services	J/503/0426	5	3	15
14	CC33	Maintain customer support operations in a contact centre	L/503/0427	5	4	8
15	CC35	Contribute to resource plan development in contact centre operations	L/503/0430	7	3	38
16	CC38	Deal with incidents through a contact centre	K/503/0421	7	2	40
17	CC39	Manage incidents referred to a contact centre	K/503/0418	6	3	30

Optional Group C

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
18	IT EML2	Using Email	M/502/4300	3	2	20
19	IT UCT2	Using collaborative technologies	F/502/4379	4	2	30
20	IT SBS3	Bespoke software	J/502/4397	4	3	30
21	SAL2-14	Handling objections and closing sales	M/502/8606	3	2	22
22	SAL3-12	Leading a sales or marketing team	T/502/8641	4	3	25
23	SAL3-1	Negotiating, handling objections and closing sales	F/502/8612	4	3	22
24	SAL3-11	Contributing to the development and launch of new products and/or services	A/502/8639	4	3	26
25	M B5	Set objectives and provide support for team members	M/600/9600	5	3	35
26	M A2	Manage own professional development within an organisation	L/600/9586	4	3	20
27	M C1	Support team members in identifying, developing and implementing new ideas	L/600/9636	4	3	20
28	M D5	Plan, allocate and monitor work of a team	Y/600/9669	5	3	25
29	M F17	Manage customer service in own area of responsibility	D/600/9804	4	3	25

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
30	M B11	Manage or support equality of opportunity, diversity and inclusion in own area of responsibility	M/600/9628	4	3	20
31	M D10	Manage conflict in a team	R/600/9685	3	3	20
32	M D11	Lead and manage meetings	Y/600/9686	4	3	20
33	CS D4	Support customers using on-line customer services	H/601/1540	5	2	33
34	CS D5	Buddy a colleague to develop their customer service skills	M/601/1542	5	2	33
35	CS D6	Develop your own customer service skills through self-study	R/601/1548	6	2	40
36	CS B7	Deal with customers using bespoke software	L/601/1225	5	2	33
37	CS B8	Maintain customer service through effective handover	Y/601/1227	4	2	27
38	CS B10	Organise the delivery of reliable customer service	Y/601/1230	6	3	40
39	CS D11	Lead a team to improve customer service	H/601/1568	7	3	47
40	CS D12	Gather, analyse and interpret customer feedback	H/601/1571	10	3	67
41	CS D13	Monitor the quality of customer service transactions	T/601/1574	7	3	47
42	CS A16	Build a customer service knowledge set	K/601/1233	7	3	47
43	CS D8	Work with others to improve customer service	D/601/1553	8	3	53
44	CS C7	Process customer service complaints	D/601/1522	6	3	40
45	CS C8	Handle referred customer complaints	K/601/1524	10	4	67
46	CS A17	Champion customer service	T/601/1235	10	4	67
47	M D1	Develop working relationships with colleagues	H/600/9660	3	2	15
48	INT2	Using the Internet	A/502/4297	4	2	30
49	ICF:FS2	IT Communication Fundamentals	D/502/4292	2	2	15

OCR Level 4 NVQ Diploma in Contact Centre Operations

(Qualification Number 600/2356/9)

For this qualification candidates must achieve at least 67 credits made up as follows:

- 35 credits must be at Level 4
- two mandatory units from Group A (7 credits)
- a minimum of 30 credits from Group B
- a minimum of 30 credits from Group C

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CC4	Comply with health and safety procedures in a contact centre	D/503/0352	2	1	9
2	CC3	Improve organisational effectiveness and personal development in a contact centre	R/503/0350	5	4	10

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
3	CC6	Manage health and safety procedures in a contact centre	A/503/0357	4	4	20
4	CC7	Develop health and safety policy and procedures in a contact centre	J/503/0359	7	5	20
5	CC11	Manage the use of contact centre systems and technology	R/503/0378	6	4	20
6	CC12	Develop strategy for contact centre systems and technology	L/503/0380	7	5	12
7	CC15	Supervise customer service activities in a contact centre team	T/503/0387	4	3	8
8	CC16	Manage customer service delivery in a contact centre	A/503/0388	6	4	10
9	CC17	Develop customer service procedures for use in a contact centre	A/503/0391	6	5	12
10	CC21	Manage direct sales activities in a contact centre	H/503/0398	6	4	12
11	CC22	Manage direct sales operations in a contact centre	Y/503/0401	7	5	30

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
12	CC26	Coordinate customer communication processes in a contact centre	T/503/0406	6	4	12
13	CC27	Contribute to performance management in a contact centre	A/503/0407	4	3	12
14	CC28	Manage team and individual performance in contact centre operations	F/503/0408	5	4	15
15	CC29	Develop and enhance performance management systems in a contact centre	A/503/0410	6	5	16
16	CC33	Maintain customer support operations in a contact centre	L/503/0427	5	4	8
17	CC34	Manage the provision of customer support through a contact centre	Y/503/0429	5	5	14
18	CC35	Contribute to resource plan development in contact centre operations	L/503/0430	7	3	38
19	CC36	Manage resource planning and improvement of resource allocation in a contact centre	F/503/0425	6	4	20
20	CC37	Coordinate resource planning strategy in a contact centre	T/503/0423	6	5	12
21	CC40	Manage incident management systems in a contact centre	H/503/0417	6	4	12
22	CC41	Develop strategy for incident management by a contact centre	R/503/0414	7	5	12

Optional Group C

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
23	SAL3-11	Contributing to the development and launch of new products and/or services	A/502/8639	4	3	26
24	M F9	Analyse the market in which your organisation operates	M/600/9791	5	4	25
25	M F14	Prepare for and support quality audits	Y/600/9798	4	4	20
26	M A3	Develop, maintain and review personal networks	R/600/9587	4	4	25
27	M B1	Develop and evaluate operational plans for own area of responsibility	Y/600/9588	6	5	25
28	M B12	Promote equality of opportunity, diversity and inclusion across an organisation	T/600/9632	6	5	30

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
29	M D3b	Examine staff turnover issues in own area of responsibility	A/600/9664	4	5	25
30	M D17	Developing collaborative relationships with other organisations	T/600/9694	7	5	30
31	CS D12	Gather, analyse and interpret customer feedback	H/601/1571	10	3	67
32	CS D19	Review and re-engineer customer service processes	R/601/1601	11	4	47
33	CS A17	Champion customer service	T/601/1235	10	4	67
34	CS C8	Handle referred customer complaints	K/601/1524	10	4	67
35	CS D14	Implement quality improvements to customer service	L/601/1578	10	4	67
36	CS D18	Apply technology or other resources to improve customer service	Y/601/1597	11	4	73

6.2 Unit format

The format of OCR's units is detailed below.

Unit title

This is a summary of the content of the unit.

OCR Unit number

This is the unit number allocated by OCR.

Sector unit number

This is the unit number allocated by the SSC/SSB.

Unit reference number

This is reference number allocated to the unit in the Register of Regulated Qualifications.

Level

This is the QCF level of the unit.

Credit value

This advises how many credits the candidate will achieve for successful achievement of the unit.

Guided learning hours (glh)

This specifies the amount of time that the average candidate would be expected to take to complete all requirements of the unit.

Unit purpose and aim

This section specifies the overall purpose and aim of the unit.

Learning outcomes

These set out what the candidate is expected to know, understand or be able to do as a result of the learning process.

Assessment criteria

These detail the requirements that the candidate will be assessed against in order to evidence the learning outcomes.

Knowledge, understanding and skills

This details the underpinning knowledge, understanding and skills which candidates will need in order to be able to undertake the assessment for the unit and to meet the requirements of the assessment criteria.

Assessment

This section details how the assessment criteria will be assessed.

Evidence requirements

These provide specific detail to amplify the knowledge or understanding required to meet the assessment criteria.

Guidance on assessment and evidence requirements

This provides guidance on how the assessment could be carried out and how the evidence requirements could be met.

National Occupational Standards (NOS) mapping/signposting

This section provides mapping/signposting to the relevant National Occupational Standards.

Functional skills signposting

This section provides signposting to functional skills.

Resources

This section contains details of any specific resources that must be available to the candidate or suggested resource material that will support learning.

Exemptions

This section contains details of any exemptions for the unit that are based on certificated achievement outside the QCF; deemed to be of equivalent value to a QCF unit.

Equivalencies

This section contains details any opportunities to count credits from unit(s) achieved from other qualifications within the QCF.

6.3 Units

Units can be downloaded from the OCR website www.ocr.org.uk.

7 Administration arrangements

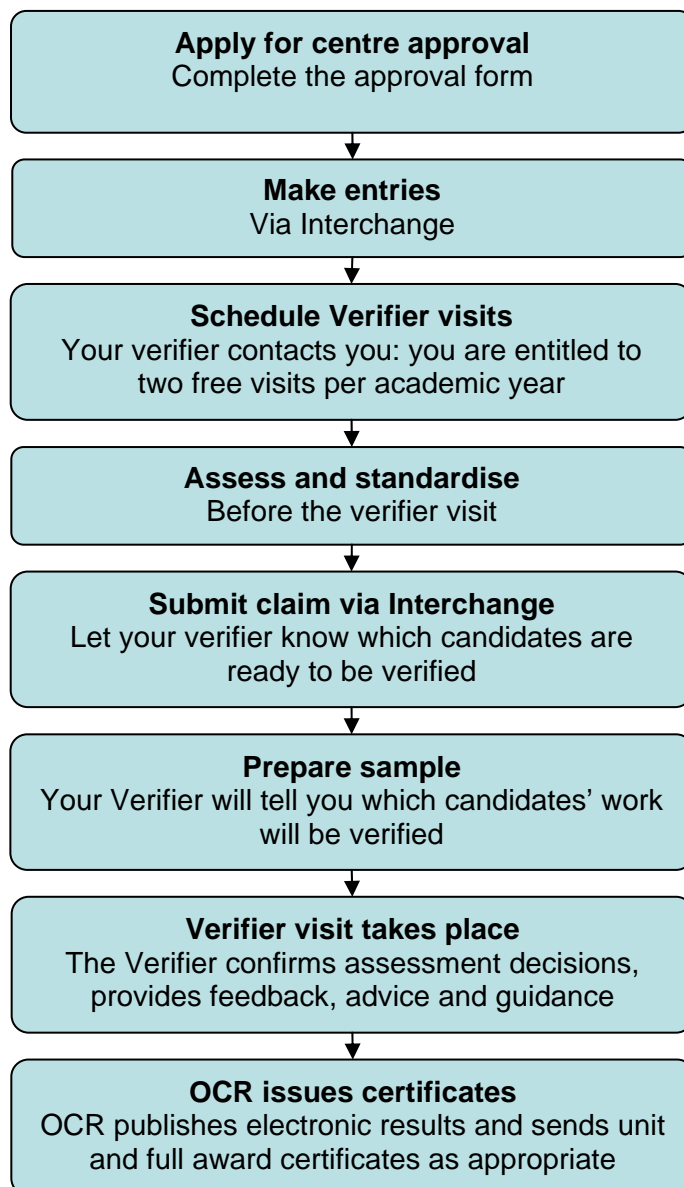
This section provides an overview of the administration arrangements operating for these qualifications. Please refer to the *Admin guide: Vocational Qualifications (A850)* for further information.

Overview of full process

For detailed information on these qualifications, centres must refer to OCR's Admin guide: Vocational Qualifications (A850).

The following flow chart provides a brief summary of how these qualifications are delivered.

Administration flowchart for verification



8 Recording Documentation

8.1 Recording assessment

OCR has provided a master evidence record sheet. When evidence is recorded on the evidence record sheet, assessors will be advised to identify the method that has been used to assess the evidence. OCR external verifiers will look for this information when verifying the NVQ.

8.2 Recording the method of assessment

The master evidence record sheet includes a box in which you must record the method of assessment. The following list shows the individual codes you should use when filling in these record sheets: Method of assessment used	Code to be inserted on evidence reference sheet
Observation of the candidate by the assessor	O
Examination of the evidence by the assessor: Examination of a product Examination of the witness testimony Examination of a case history Examination of a personal statement Examination of written answers to questions	EP EWT ECH EPS EWQ
Questioning of the candidate or witness by the assessor: Questioning of the candidate Questioning of the witness	QC QW
Professional Discussion	PD
Simulated Activities	S

8.3 Recording documents

The following recording documents are available in the same section as the units on the OCR website www.ocr.org.uk:

- Evidence record sheet
- Witness list
- Record of achievement

Evidence record sheet

This form (or a suitable alternative) is **mandatory** for candidates' Cumulative Assessment Record (CAR). It is the vehicle for linking evidence to the 'assessment criteria and evidence requirements'. The evidence for the unit should be listed (as it is collected) down the left-hand side. The assessment method should be indicated and then the relevant 'assessment criteria and evidence requirements' that the candidate is claiming should be selected from the appropriate column. The evidence record sheet, where possible, should be filled in by the candidate with the help of an assessor if necessary.

Witness List

This form is designed to capture all the necessary information about witnesses who have contributed to a candidate's evidence of competence. The use of this form is **optional**.

Record of achievement

This form is designed to record a candidate's progress through the qualification. It will show, at a glance, which units the assessor considers the candidate to have finished and met all the requirements for.

9 Mapping and Signposting

9.1 National Occupational Standards (NOS) Mapping

These qualifications provide a key progression route between education and employment (or further study/training leading to employment). It is directly relevant to the needs of employers and relates to the Contact Centre National Occupational Standards (NOS).

Each unit contains details of the signposting to the NOS.

9.2 Functional skills signposting

Training provided for contact centre operations qualifications may help to prepare candidates for the functional skills assessment (e.g. report writing may be good preparation for English). It is likely however that further training would be needed to fully prepare candidates for functional skills assessment.

Each unit contains details of the signposting to functional skills.

10 Further Support and Information

10.1 Enquiries

For enquiries relating to any of OCR's vocational qualifications, please contact the OCR Customer Contact Centre on:

Telephone: 024 76 851509
Fax: 024 76 851633
Email: vocational.qualifications@ocr.org.uk

Alternatively, you could visit OCR's website at www.ocr.org.uk for further information on OCR qualifications.

10.2 Results enquiries

For information about result enquiries please refer to the OCR website at www.ocr.org.uk.

10.3 Customer feedback

We welcome feedback from customers on all aspects of our provision. Comments relating to this documentation should be sent to:

The OCR Qualification Manager
OCR NVQs in Contact Centre Operations
Customers, Curriculum and Qualifications
OCR
Progress House
Westwood Way
Coventry
CV4 8JQ

10.4 OCR Training Events

Information on OCR's training events for centres can be found on the OCR website by going to www.ocr.org.uk, or by contacting:

OCR Training
Customer Support Division
Progress House
Westwood Way
Coventry CV4 8JQ

Telephone: 02476 496 398
Fax: 02476 496 399
Email: training@ocr.org.uk

10.5 OCR Publications

The OCR Publications Service offers support to OCR customers, centres, parents and candidates. It offers a wide range of up-to-date materials for sale which relate to our key qualifications. These materials include specifications, past papers, mark schemes and a range of support materials.

The OCR Publications Catalogue holds a full list of materials currently available to order and can be found at <http://publications.ocr.org.uk>. Alternatively, you can call our dedicated order line on 0870 770 6622.

10.6 Documents related to these qualifications

OCR's *Admin guide: Vocational Qualifications* (A850)

JCQ publications:

- Access Arrangements, Reasonable Adjustments and Special Consideration;
- Suspected Malpractice in Examinations and Assessments