

Unit Title:	Champion customer service
OCR unit number	A17
Level:	4
Credit value:	10
Guided learning hours:	67

Unit purpose and aim

Staff with high levels of responsibility for customer service have an important role to play as champions of excellent service within their organisations. They should also promote customer service to service partners without whom their organisation cannot deliver reliable and excellent customer service. They need to have a great deal of knowledge and expertise from which others can benefit. This unit is about acting as a champion – being constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on any knowledge and expertise to others.

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
<p>The Learner will:</p> <p>1 promote the importance and benefits of customer service</p>	<p>The Learner can:</p> <p>1.1 explain the role of customer service within their organisation's strategic and business plans</p> <p>1.2 monitor developments in their organisation in order to identify those important to customer service</p> <p>1.3 analyse the implications of these customer service developments</p> <p>1.4 question and challenge developments from the customer's standpoint</p> <p>1.5 use their influence to ensure that developments improve customer service</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services or products to customers and delivery improvements and developments.</p> <p>How to monitor developments within their organisation which may have an impact on customer service delivery and analyse their impact on future development.</p> <p>How to question and challenge developments from the customers' standpoint.</p> <p>The limits of their own authority, within their job role, in ensuring that developments improve customer service.</p>

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
<p>2 provide advice and information on customer service issues</p>	<p>2.1 inform customer that they can provide customer service advice and information</p> <p>2.2 respond to requests for customer service advice and information</p> <p>2.3 carry out any necessary research to enhance or verify the advice and information they are giving</p> <p>2.4 communicate customer service advice and information effectively</p> <p>2.5 help others to explore the implications of their advice and information for their own work and identify actions that the advice and information might prompt</p> <p>2.6 monitor how effective their advice and information has been</p> <p>2.7 review the way they collect information, formulate advice and communicate it to others</p>	<p>Candidates should have an understanding of:</p> <p>The expectations of their customers eg:</p> <ul style="list-style-type: none"> • prompt and polite service • availability of products and services • safe and hygienic products, services and environment • accurate and up-to-date information • appearance meets organisational profile/image. <p>The policies and procedures of their organisation to deliver effective customer service and continuously meet the expectations of customers in different customer service situations.</p> <p>The products and services offered by their organisation, key features and benefits.</p> <p>The importance of effective communication in delivering excellent customer service and continuously meeting the expectations of customers in different situations, including:</p> <ul style="list-style-type: none"> • positive attitude • appropriate verbal and written communication • appropriate body language • appropriate behaviour. <p>How to ensure all members of their team are consistently trained to the same standard to meet expectations of both their customers and their organisation.</p> <p>How to monitor and review the methods of providing advice and information, its content and quality and implement any changes or developments.</p>

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
<p>3 know how to champion customer service</p>	<p>3.1 describe the processes for decision making within their organisation and who is involved</p> <p>3.2 explain how to monitor developments within their organisation</p> <p>3.3 describe how to use their influence and authority to affect decision making</p> <p>3.4 describe the types of developments that are likely to affect customer service and how to analyse the implications for customer service</p> <p>3.5 explain the importance of empathising with customers and how to represent their viewpoint in a constructive way</p> <p>3.6 explain how to identify when others need advice and information on customer service issues</p> <p>3.7 explain how to use different types of research to support their advice and information on customer service</p> <p>3.8 explain how to apply their advice and information in practice</p> <p>3.9 explain how to monitor the effect of their advice and information</p>	<p>Candidates must have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services or products to customers and delivery improvements and developments.</p> <p>How to monitor developments within their organisation which may have an impact on customer service delivery and analyse their impact on future development.</p> <p>Their organisation's decision-making processes and the personnel involved in this process.</p> <p>Candidates must be able to explain:</p> <p>How they can use their own influence and authority in affect decision making.</p> <p>The types of development which may affect customer service and analyse their implications on delivery.</p> <p>The importance of customer empathy and representing their viewpoints constructively.</p> <p>When colleagues need advice and information on customer service issues, how to apply advice and information in practice and use of research to support this.</p> <p>How to monitor the effect of the advice and information they have given.</p>

Assessment

Specified in the Customer Service Assessment Strategy 2010

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
2. You may collect the evidence for the Unit through work in a private sector organisation, a not for profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time for your assessor to be confident that you are competent.
4. You must provide evidence that you have monitored developments that, in relation to your own area of responsibility, are:
 - strategic
 - operational.
5. Your evidence must show that you have analysed the implications of customer service developments for:
 - the quality of services or products
 - the way services or products are delivered
 - customer relationships.
6. You must provide evidence that you have responded to requests for information and advice from two of these groups:
 - front line staff
 - supervisors or team leaders
 - senior managers
 - colleagues in other departments
 - service partners.
7. Your evidence must show that you have provided information and advice about:
 - the quality of services or products
 - the way services or products are delivered

- customer relationships.
8. Your evidence must show that you have communicated customer service advice and information using two different communication media.

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