

Unit Title:	Manage a customer service award programme
OCR unit number	D17
Level:	4
Credit value:	7
Guided learning hours:	47

Unit purpose and aim

This unit is about the competences involved in managing a customer service award programme. A customer service award programme can make a valuable contribution to the organisation's customer service strategy. It serves the dual role of motivating team members and displaying to customers the learner's commitment to customer service. Whilst such a programme must be managed like any other management project, its dual purpose means that each management action associated with it must take full account of the strategic customer service implications.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1. plan a customer service award programme</p>	<p>The Learner can:</p> <p>1.1 identify all the possible options for a customer service award scheme drawing on examples inside and outside of their own organisation</p> <p>1.2 identify the benefits and drawbacks of each option for a customer service award programme</p> <p>1.3 choose the option for a customer service award programme that best suits their customer satisfaction and team motivation objectives</p> <p>1.4 plan the details of their chosen customer service award programme</p> <p>1.5 identify the benefits and costs of their chosen customer service award programme in relation to customer satisfaction and team motivation</p>	<p>Candidates should have an understanding of:</p> <p>Different types of customer service award schemes and examples of these from within and outside their own organisation.</p> <p>How to identify the benefits and drawbacks of different options for a customer service award programme.</p> <p>How to choose and plan the option that suits their customer satisfaction and team motivation objectives.</p> <p>Methods of identifying benefits and costs of their chosen customer service award programme.</p>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.6 make a business case for the introduction of a customer service awards programme or for the development of an existing programme	How to construct a business case for the introduction of a customer service award programme or development of an existing one.
2. implement and manage a customer service award programme	2.1 launch developments in the customer service award programme in a way that informs and motivates customers and team members 2.2 ensure that the criteria for the customer service awards are transparent and are considered fair by team members 2.3 publicise the customer service awards programme to customers in a way that demonstrates organisational commitment to excellent customer service 2.4 organise the judging of individual and team awards in a way that means the results can be justified to the organisation as a whole 2.5 announce the results and present the awards in a manner that suits the culture of their organisation and customer service team 2.6 review and evaluate the effects of the customer service awards programme on customers and team members	Candidates should have an understanding of: How to launch developments in a customer service award programme, inform and motivate customers and team members and ensure criteria for the awards are considered fair and transparent throughout their team. Methods of publicising customer service awards programmes to customers. How to demonstrate their organisation's commitment to excellent customer service. How to organise the judging of awards so that results can be justified to the organisation. How to announce results in a manner suiting the organisation and customer service team's culture. Methods of reviewing and evaluating the effects of the awards programme on customers and their team members.
3. understand how to manage a customer service award programme	3.1 explain the principles of motivation and in particular the importance of recognition as a motivator 3.2 explain how to make use of customer service award programmes as promotional tools to give added value to customer	Candidates should have an understanding of: How to manage a customer service award programme from the decision stage through to review of effects of it on customers and their team.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.3 satisfaction compare the benefits and drawbacks of different rewards associated with award programmes	Candidates must be able to explain: <ul style="list-style-type: none"> • the principles of motivation • the importance of recognition as a motivator • use of customer service awards programmes as promotional tools giving added value to customer satisfaction • benefits and drawbacks of different rewards/award programmes.

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. The award programmes used in your evidence may relate to individuals, teams, special projects, trainees, incentive schemes or customer nominated awards.
5. You must provide evidence that you have planned details of your award programme that include:
 - the criteria for making the award
 - what the award will be
 - the frequency of the award
 - the procedure for judging the award

- how the award will be presented and publicised.
6. The business case for the award programme may be made formally or informally.
7. Your evidence must show that you have evaluated the customer service award programme from the point of view of:
- benefits to the organisation
 - benefits to the supervisors and managers of the winners
 - the effect on the winner or winners
 - the effect on others who are not winners.

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