Unit Title:	**Organise the delivery of reliable customer service**
OCR unit number:	44
Sector unit number:	D.05
Level:	3
Credit value:	6
Guided learning hours:	40
Unit reference number:	Y/601/1230

Unit purpose and aim

This unit is about how the candidate delivers and maintains excellent and reliable customer service. The role of the candidate may or may not involve supervisory or management responsibilities but they are expected to take some responsibility for the resources and systems they use which support the service that they give. In the candidate's job they must be alert to customer reactions and know how they can be used to improve the service that they give. In addition, customer service information must be recorded to support reliable service.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Plan and organise the delivery of reliable customer service	1.1 plan, prepare and organise everything they need to deliver services or products to different types of customers 1.2 organise what they do to ensure that they are consistently able to give prompt attention to their customers 1.3 reorganise their work to respond to unexpected additional workloads
2 Review and maintain customer service delivery	2.1 maintain service delivery during very busy periods and unusually quiet periods 2.2 maintain service delivery when systems, people or resources have let them down 2.3 consistently meet their customers' expectations 2.4 balance the time they take with their customers with the demands of other customers seeking their attention 2.5 respond appropriately to their customers when customers make comments about the products or services they are offering 2.6 alert others to repeated comments made by their customers 2.7 take action to improve the reliability of their service based on customer comments 2.8 monitor the action they have taken to identify improvements in the service they give to their customers

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Learning Outcomes	Assessment Criteria
3 Use recording systems to maintain reliable customer service	3.1 record and store customer service information accurately following organisational guidelines 3.2 select and retrieve customer service information that is relevant, sufficient and in an appropriate format 3.3 quickly locate information that will help solve a customer's query 3.4 supply accurate customer service information to others using the most appropriate method of communication
4 Understand how to organise the delivery of reliable customer service	4.1 describe organisational procedures for unexpected situations and their role within them 4.2 describe resource implications in times of staff sickness and holiday periods and their responsibility at these times 4.3 explain the importance of having reliable and fast information for their customers and their organisation 4.4 evaluate the organisational procedures and systems for delivering customer service 4.5 identify useful customer feedback and explain how to decide which feedback should be acted on 4.6 describe how to communicate feedback from customers to others 4.7 evaluate the organisational procedures and systems for recording, storing, retrieving and supplying customer service information 4.8 explain the legal and regulatory requirements regarding the storage of data

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

This unit is a cross-sector customer service unit owned by CfA Business Skills @ Work.

Assessment guidance for this unit is provided in the owner's Assessment Strategy for customer service qualifications.

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

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Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

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

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference CFAB10

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	✔
Writing	✔	Interpreting		Develop, present and communicate information	✔

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 .