Unit Title: **Providing excellent customer service**

OCR unit number: 2

Sector unit number: 4

Level: Level 3

Credit value: 6

Guided learning hours: 40

Unit reference number: K/602/1597

Unit purpose and aim

This unit aims to develop understanding of customer service offers and how they meet the needs of customers and the organisation, including how procedures, regulations and legislation can affect the customer service offer.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Know what makes good customer service	**The Learner can:** 1.1 Explain the importance of effective teamwork for the delivery of excellent customer service 1.2 Identify methods of dealing with different types of customers to achieve customer satisfaction 1.3 Explain the importance of effective communication in the delivery of excellent customer service 1.4 Describe how customer service practitioners can ensure their communication with diverse groups of customers is effective	• In employment related services, teamwork plays an important part in delivering a good service – differing roles, expertise, liaising with other organisations. • Differing needs of a range of employer and job-seeker clients; ways to meet their needs effectively. • With regard to the different groups, different styles of communication are needed. • Importance of maintaining effective communication to ensure a successful long-term employment outcome.
2 Understand the value of good customer service	2.1 Explain how customers form their expectations of customer service 2.2 Describe how customer service can contribute to best value in organisations	• Why the customer is likely to use the service provided and the expectations they will have. • In the employment related sector many of the organisations are commercial.

Learning Outcomes	Assessment Criteria	Teaching Content
	2.3 State how customer service can provide a competitive advantage for commercial organisations 2.4 Outline the importance of continuous improvement within customer service	• Customer service can help them procure more business. Customer service is important to non-commercial services, • Why the service needs to be evaluated and improved - benefits.
3 Know about customer service offers	3.1 Describe how customer service offers are designed to meet customer expectations 3.2 Identify how service offers are affected by resource limitations 3.3 Identify the impact that service offers may have on different people in the service chain 3.4 Outline why organisations need to balance customer satisfaction with organisational goals	• Advice and guidance offered to meet customers' needs. • Impact of funding on what can be offered to customers, and how that may affect other people in the sector. • Organisational needs and goals may prevent some customers' expectations being fully met.
4 Understand factors affecting the service offers of organisations	4.1 Explain the importance of following organisational procedures in the delivery of customer service 4.2 Compare the different approaches to customer service across industries 4.3 Describe features of services or products that can influence customer service delivery 4.4 Justify ethical and value based approaches of organisations to customer service 4.5 Explain how personal behaviour affects the success of any changes to customer service delivery 4.6 Outline legislation that impacts on customer service 4.7 Outline external regulation that impacts on customer service	• Organisational procedures related to quality assurance; data collection. • Approaches to customer service relevant to sector and organisation. • Values may include integrity, accountability, quality, collaboration and teamwork • Ethical customer service is authentic customer service • Legislation that applies generally, e.g. Data Protection, Health & Safety; legislation specific to industry e.g. Safeguarding. • Impact of legislation on the delivery of customer service in the organisation – processes and procedures.

Learning Outcomes	Assessment Criteria	Teaching Content
5 Understand how organisational policies and procedures can impact on customer service improvements	5.1 Outline types of organisational policies and procedures that need to be taken into account when proposing improvements in customer service 5.2 Explain how to gain approval to change customer service procedures 5.3 Identify the limitations of the roles of customer service practitioners 5.4 Identify who needs to be involved if customer service practitioners cannot authorise improvements alone 5.5 Explain strategies that can be used to involve colleagues or service partners in the implementation of improvements	• Improvements that the organisation could make to the delivery of customer service. • Wys in which changes can be brought about. For example, can minor changes be implemented independently, is a managers permission needed, do changes have to go before a management team etc. • Hierarchy of the organisation as far as involvement in customer service matters. Highlight the limits of authority each has.

Assessment

This unit is internally assessed by centre staff and externally verified by OCR.

Evidence requirements

This knowledge-based unit can be assessed through:

Questioning: This may be oral or written but evidence of the questioning must be recorded in an appropriate format. In addition the assessor may ask questions to clarify aspects of practice.

Professional discussion: A structured discussion with the assessor, about performance of specific activities and a reflection on the reasons why they are practised that way. The key aspects of this discussion will be recorded in a suitable format as evidence in a portfolio.

Guidance on assessment and evidence requirements

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

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

National Occupational Standards (NOS) mapping/signposting

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

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

Occupational standards	Unit number	Title
Customer Service	F2	Follow the rules to deliver customer service
Customer Service	F3	Demonstrate understanding of customer service

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	

Resources

OCR evidence sheets have been produced to support candidates in producing appropriate evidence for these qualifications. Centres may choose to:

- tailor these for candidates

- use these as a benchmark for devising their own evidence sheets to aid candidates

Candidate evidence checklists can be found on the OCR website: http://www.ocr.org.uk.

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 .