

Administration (Business Professional)

Unit Title:	Communicate with customers
OCR unit number:	9
Level:	2
Credit value:	3
Guided learning hours:	30
Unit reference number:	D/505/7048

Unit purpose and aim

This unit aims to develop the learner's ability to communicate effectively with internal and external customers. Learners will demonstrate the ability to handle a range of different situations, including those involving problems and complaints, both face to face and on the telephone.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Know types of customers	The Learner can: 1.1 Identify differences between internal and external customers	<ul style="list-style-type: none"> Internal to the organisation, colleagues – not necessarily based in the same office. External customer – do not work for the organisation, e.g. supplier or someone wishing to purchase goods/services
2 Be able to communicate verbally with customers	2.1 Communicate with customers in compliance with organisational requirements including: <ul style="list-style-type: none"> Face to face Telephone 2.2 Comply with organisational requirements when communicating with customers including: <ul style="list-style-type: none"> Presenting a positive image Listening skills Use of tone and language Conveying information Confirming any decisions 2.3 Resolve customer complaints in accordance with organisational requirements	<ul style="list-style-type: none"> Conveying information: <ul style="list-style-type: none"> – appropriately – accurately – clearly and concisely – using level of vocabulary to suit different situations – using appropriate tone and style for the situation Understanding of barriers to communication e.g. speech impairments Types of problems that may occur and how to cope with them: limit of authority, when and how to pass problems to an appropriate person

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.4 Identify the ways in which personal behaviour can have an impact on customers	<ul style="list-style-type: none"> • Repeated business • Positive public image • Avoiding uncomfortable situations
3 Be able to record customer information	3.1 Record customer information following organisational procedures 3.2 Pass on any action points in accordance with organisational procedures	<ul style="list-style-type: none"> • Use of appropriate means of recording • Objectivity when recording, especially when dealing with customer details • Customer Records: <ul style="list-style-type: none"> – accurate – record enquires/ feedback • Importance of maintaining confidentiality and following organisational guidelines in this area • Data Protection Act • Selecting appropriate person for further action e.g. team leader, line manager

Assessment

This unit is assessed by the centre and sent to OCR for moderation.

Guidance on assessment and evidence requirements

This unit is assessed using a model assignment. OCR has produced a model assignment for each unit which centres may use for the purpose of assessment. The model assignment contains a scenario or real-life situation and related tasks which are based on the assessment criteria of the unit.

Centres may either use the model assignment as an entire, holistic assessment for an individual unit, adapt it to suit individual candidates' needs or devise their own assignment. If they choose to adapt the assignment or devise their own assignment they must ensure that the modified assignment will provide candidates with sufficient opportunity to demonstrate achievement of all the assessment criteria in the unit.

Please refer to the model assignment for this unit which can be found on the OCR website www.ocr.org.uk.

Additional information

For further information regarding administration for this qualification, please follow the link to [OCR's Administration area](#).