

Unit Title:	Organise and deliver customer service
OCR unit number:	61
Level:	3
Credit value:	5
Guided learning hours:	27
Unit reference number:	L/506/2150

Unit aim and purpose

This unit aims to develop the knowledge and skills required to organise and deliver customer service. Upon completion of this unit, learners will be able to both plan and execute the delivery of customer service.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to organise customer service delivery	The Learner can: 1.1 Explain how different methods of promoting products and/or services impact on customer service delivery 1.2 Explain who should be involved in the organisation of customer service delivery 1.3 Explain the importance of differentiating between customers' wants, needs and expectations 1.4 Explain different ways of segmenting customer groups 1.5 Explain how customer segmentation is used in organising customer service delivery 1.6 Explain how to analyse the " customer journey "	Methods of promoting products and/or services could include advertising, eg TV, online, press, flyers, in store messaging, social media campaigns Segmentation is the technique used to enable a business to better target its products at the right customers Customer journey may include points of transaction, points of contact and response mechanisms for each stage of the journey
2 Be able to plan the delivery of customer service	2.1 Identify customers' needs and expectations 2.2 Map the "customer journey" 2.3 Confirm that systems and structures are in place to enable the delivery of agreed standards of customer service	Systems and structures are the procedures, people, and resources needed to deliver customer service

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.4 Prepare the resources needed to deliver products and/or services to different types of customers 2.5 Plan how to deal with unexpected additional workloads 2.6 Allocate priorities to address points of service failure	Resources may include staff, promotional materials and equipment Service failure is where the customer service standard and/or customer expectations have not been met
3 Be able to deliver customer service	3.1 Take steps to ensure that the needs of customers are balanced with organisational objectives 3.2 Agree realistic and achievable actions with customers 3.3 Identify areas for improvement in their own customer service delivery 3.4 Adapt their own customer service delivery to meet customers' changing expectations	

Assessment

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

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

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 (2013) National Occupational Standards:	CFACSB2 CFACSB10	<ul style="list-style-type: none"> Deliver reliable customer service Organise the delivery of reliable customer service

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 .