

Unit Title:	Understand the customer service environment
OCR unit number:	75
Level:	3
Credit value:	5
Guided learning hours:	40
Unit reference number:	Y/506/2152

Unit aim and purpose

This unit aims to develop knowledge and understanding regarding the customer service environment. Upon completion of this unit, learners will have developed an understanding of the structure of customer service and the key concepts and practices that underpin customer service delivery. Learners will be aware of the relationship between customer service and a brand and will understand the implications of legislation on customer service delivery.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the concepts and practices underpinning customer service delivery	The Learner can: 1.1 Explain the value of customer service as a competitive tool 1.2 Explain the process of mapping the customer journey and its importance in delivering effective customer service 1.3 Describe techniques used to identify service failures 1.4 Explain the concept and importance of the service profit chain 1.5 Describe methods of measuring organisational effectiveness in the delivery of customer service	Service failure is where the customer service standard and/or customer expectations have not been met Service profit chain is the relationship between profitability, customer loyalty, and employee satisfaction, loyalty, and productivity
2 Understand the relationship between customer service and a brand	2.1 Explain the importance of a brand to customers and to an organisation 2.2 Explain how branding can influence customers' perception of an organisation and its products and/or services 2.3 Explain the potential impact of good and poor customer service on a brand	Brand may be a label, make, trademark, marque, set of values or a marketing practice that clearly defines one organisation and their product/service from another

Learning Outcomes	Assessment Criteria	Additional Guidance
3 Understand the structure of customer service	3.1 Explain the features of different customer service models and customer service standards 3.2 Explain the relationship between customer service and operational areas of an organisation 3.3 Explain the relationship between customer service and continuous improvement processes 3.4 Explain the costs and benefits of customer service to an organisation 3.5 Explain the impact of organisational values on how customers create their expectations 3.6 Explain how organisational values impact on meeting customer expectations	
4 Understand the implications of legislation on customer service delivery	4.1 Explain the implications of consumer-related legislation on customer service delivery 4.2 Explain the implications of confidentiality and data protection legislation for the collection, storage and use of customer information	Consumer-related legislation may include: <ul style="list-style-type: none"> • Sales of Goods Act 1979 • Consumer Protection Act 1987

Assessment

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

Guidance on assessment

AC1.4 - Learners should be aware that the concept of a service profit chain may not be appropriate within the Public or Third sectors

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:	CFACSA7 CFACSA14	<ul style="list-style-type: none"> • Live up to the brand promise when delivering customer service • Use customer service as a competitive tool

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 .