OCR
Oxford Cambridge and RSA

Unit Title:	**Understand customers**
OCR unit number:	23
Level:	2
Credit value:	2
Guided learning hours:	17
Unit reference number:	F/506/2131

Unit aim and purpose

This unit aims to develop the underpinning knowledge required to understand customers. Upon completion of this unit, learners will have developed an understanding of different types of customers and will also know the value of customers and their loyalty.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand different types of customers	**The Learner can:** 1.1 Explain the distinctions between internal and external customers 1.2 Explain how **cultural factors** can affect customers' expectations 1.3 Describe the characteristics of challenging customers 1.4 Explain how to identify dissatisfied customers	**Cultural factors** may include: • Demographics such as age, gender, socio-economic status • Religious, moral views • Stories portrayed in the media • Industry standard setting
2 Understand the value of customers and their loyalty	2.1 Explain how the achievement of the customer **service offer** contributes to enhancing customer loyalty 2.2 Explain the relationship between customer satisfaction and organisational performance 2.3 Explain how the reputation and image of an organisation affects customers' perceptions of its products and/or services 2.4 Explain the potential consequences of customers' dissatisfaction 2.5 Describe different methods of attracting customers and retaining their loyalty	**Service offer** is defined as the extent and limits of the customer service that an organisation is offering

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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:	CFACSF3 CFACSB15	• Show understanding of customer service principles • Build and maintain effective customer relations

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 .

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