Unit Title:	**Deliver customer service**
OCR unit number:	22
Level:	2
Credit value:	5
Guided learning hours:	27
Unit reference number:	A/506/2130

Unit aim and purpose

This unit aims to develop the knowledge and skills required to deliver customer service. Upon completion of this unit, learners will be able to prepare to deal with customers, provide customer service, and support improvements to customer service delivery.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand customer service delivery	**The Learner can:** 1.1 Explain the relationship between customers' needs and expectations and customer satisfaction 1.2 Describe the **features and benefits** of an organisation's products and/or services 1.3 Explain the importance of treating customers as individuals 1.4 Explain the importance of balancing promises made to customers with the needs of an organisation 1.5 Explain when and to whom to escalate problems 1.6 Describe **methods of measuring their own effectiveness** in the delivery of customer service	**Features** are characteristics, attributes and qualities of a product or service **Benefits** are advantages and uses of a service or product **Methods of measuring their own effectiveness** may include: • Customer feedback • Peer feedback • Reviewing performance against targets
2 Understand the relationship between customer service and a brand	2.1 Explain the importance of a **brand** to an organisation 2.2 Explain how a brand affects an organisation's customer service offer	**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

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Learning Outcomes	Assessment Criteria	Additional Guidance
	2.3 Explain the importance of using **customer service language** that supports a brand promise 2.4 Identify their own role in ensuring that a brand promise is delivered	**Customer service language** is language which would be appropriate and acceptable in a given customer service situation. It would have a positive impact on the customer
3 Be able to prepare to deal with customers	3.1 Keep up to date with an organisation's products and/or services 3.2 Prepare resources that are necessary to deal with customers before starting work	
4 Be able to provide customer service	4.1 Maintain **organisational standards of presentation and behaviour** when providing customer service 4.2 Adapt their own behaviour to meet customers' needs or expectations 4.3 Respond to customers' requests in line with organisational guidelines 4.4 Inform customers of the progress of their requests 4.5 Confirm that customers' expectations have been met in line with the service offer 4.6 Adhere to **organisational policies and procedures, legal and ethical requirements** when providing customer service	**Organisational standards of behaviour** is behaviour which would be appropriate and acceptable in a given customer service situation. It would have a positive impact on the customer and would be in accordance with organisational policies and guidelines Where possible, adherence to **organisational standards, policies and procedures** should be confirmed by a line manager or experienced colleague. Learners should also be aware of *which* **legal requirements** affect their provision of customer service
5 Be able to support improvements to customer service delivery	5.1 Identify ways that customer service could be improved for an organisation and individuals 5.2 Share information and ideas with colleagues and/or service partners to support the improvement of service delivery	

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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:	CFACSA1 CFACSA2 CFACSA4 CFACSA7 CFACSA8 CFACSB1 CFACSB2 CFACSF2	• Maintain a positive and customer-friendly attitude • Behave in a way that gives a good customer service impression • Give customers a positive impression of yourself and your organisation • Live up to the brand promise when delivering customer service • Make customer service personal • Do your job in a customer friendly way • Deliver reliable customer service • Deliver customer service within the rules

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 .