Unit Title:	**Review the quality of customer service**
OCR unit number:	45
Level:	4
Credit value:	4
Guided learning hours:	20
Unit reference number:	F/506/2176

Unit aim and purpose

This unit aims to provide the knowledge and skills required to review the quality of customer service. Upon completion of this unit, learners will be able to plan the measurement of customer service and evaluate the quality of customer service

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to review the quality of customer service	**The Learner can:** 1.1 Explain the value of measuring the quality of customer service 1.2 Analyse the criteria for and **factors** involved in setting customer service standards 1.3 Explain how to construct representative samples 1.4 Analyse methods of validating information and information sources 1.5 Explain how to set and use customer service **performance metrics** 1.6 Explain the use of customer feedback in the measurement of customer service 1.7 Analyse the advantages and disadvantages of a range of **data analysis methods**	**Factors** which have an impact on the criteria may include: • Busy periods • Meeting market trends **Performance metrics** may include: • Sales renewal rates • Number of complaints or queries • Number of damaged or faulty goods • Average order fulfillment time **Data analysis methods** (for quantitative and qualitative data) may include: • Spreadsheet • Software • Manual analysis

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Learning Outcomes	Assessment Criteria	Additional Guidance
2 Be able to plan the measurement of customer service	2.1 Identify the features of customer service against which customer satisfaction can be measured 2.2 Select **data collection methods** that are valid and reliable 2.3 Specify monitoring techniques that measure customer satisfaction 2.4 Establish evaluation objectives and key performance indicators (KPIs) in the measurement of customer service 2.5 Specify the information to be collected	**Data collection methods** should be appropriate to the customer service environment in which the candidate is being assessed, eg recorded calls in a call centre
3 Be able to evaluate the quality of customer service	3.1 Validate the information collected to identify useable data 3.2 Use information analysis methods that are appropriate to the nature of the information collected 3.3 Identify instances of **effective customer service**, shortfalls and gaps from the information analysis against agreed criteria 3.4 Develop recommendations that address identified areas for improvement supported by evidence	**Effective customer service** would ensure the needs of the customers are recognised and met. It would be delivered in accordance with the guidelines and expectations of the organisation

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.

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Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSB14	• Review the quality of 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 .