Unit Title:	**Resolve customers' problems**
OCR unit number:	39
Level:	3
Credit value:	4
Guided learning hours:	19
Unit reference number:	K/506/2169

Unit aim and purpose

This unit aims to develop the knowledge and skills required to resolve customers' problems. Upon completion of this unit, learners will be able to deal with customers' problems.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the monitoring and resolution of customers' problems	**The Learner can:** 1.1 Assess the suitability of a range of **techniques for monitoring customer problems** 1.2 Explain how to use the resolution of customers' problems to improve products and/or services 1.3 Explain how the successful resolution of customers' problems contributes to customer loyalty and enhanced business performance 1.4 Explain the features of **negotiating techniques** used to resolve customers' problems	**Monitoring techniques** may include: • Record keeping • Customer Contact Systems • E-mails • Letters • Task-specific documents **Negotiating techniques** may include: • Compensation • Replacement • Cost reduction • Upgrade • Standard communication • Referral to specialist team
2 Be able to deal with customers' problems	2.1 Confirm the nature and cause of customers' problems 2.2 Explain when customers' problems should be treated as complaints 2.3 Explain the benefits to customers and the organisation of the options available to solve	

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Learning Outcomes	Assessment Criteria	Additional Guidance
	problems 2.4 Explain the drawbacks to customers and the organisation of the options available to solve problems 2.5 Explain to customers the options for resolving their problems 2.6 Agree solutions that meet customers' and organisational requirements within their own levels of authority 2.7 Inform colleagues of the nature of problems and actions taken 2.8 Evaluate the effectiveness of the resolution of customers' problems 2.9 Adhere to **organisational policies and procedures, legal and ethical requirements** when dealing with customers' problems	Where possible, adherence to **organisational policies and procedures** should be confirmed by a line manager or experienced colleague. Learners should also be aware of *which* **legal requirements** affect their activities

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:	CFACSC5	• Monitor and solve customer service problems

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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 .