Unit Title:	**Resolve customers' complaints**
OCR unit number:	40
Level:	3
Credit value:	4
Guided learning hours:	22
Unit reference number:	R/506/2151

Unit aim and purpose

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

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the monitoring and resolution of customers' complaints	**The Learner can:** 1.1 Assess the suitability of a range of **monitoring techniques** for customers' complaints 1.2 Explain how to identify those complaints that should prompt a review of the service offer and service delivery 1.3 Explain **negotiating techniques** used to resolve customers' complaints 1.4 Explain **conflict management techniques** used in dealing with upset customers	**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 **Conflict management techniques** may include: • Standard Communication • Referral to specialist team • Explanation at source • 'Second facing' at source

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Learning Outcomes	Assessment Criteria	Additional Guidance
	1.5 Explain **organisational procedures** for dealing with customer complaints 1.6 Explain when to escalate customers' complaints 1.7 Explain the cost and regulatory implications of admitting liability on the basis of a customer complaint 1.8 Explain the advantages and limitations of offering compensation or replacement products and/or services	**Organisational procedures** may include: • Explanation at source • 'Second facing' at source • Compensation • Replacement • Cost reduction • Upgrade • Standard Communication • Referral to specialist team
2 Be able to deal with customers' complaints	2.1 Confirm the nature, cause and implications of customers' complaints 2.2 Take personal responsibility for dealing with complaints 2.3 Communicate in a way that recognises customers' problems and understands their points of view 2.4 Explain the advantages and limitations of different complaint response options to customers 2.5 Explain the advantages and limitations of different complaint response options to the organisation 2.6 Keep customers informed of progress 2.7 Agree solutions with customers that address the complaint and which are within the limits of their own authority 2.8 Record the outcome of the handling of complaints for future reference 2.9 Adhere to **organisational policies and procedures, legal and ethical requirements** when dealing with customers' complaints	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

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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:	CFACSC7 CFACSC8	• Process customer service complaints • Handle referred customer complaints

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 .