Unit Title:	**Communication in customer service**
OCR unit number:	2
Level:	1
Credit value:	2
Guided learning hours:	14
Unit reference number:	Y/506/2085

Unit aim and purpose

This unit aims to develop the knowledge and skills required to communicate within a customer service environment. Upon completion of this unit, learners will be able to communicate to customers in a customer service role.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Know how to communicate in a customer service role	**The Learner can:** 1.1 Describe **different methods** of communicating with customers and when it is appropriate to use them 1.2 Give examples of positive and negative customer service language 1.3 State the importance of speaking clearly 1.4 Describe how tone of voice can affect how **customers** perceive their **experience** 1.5 Describe how body language conveys what someone is thinking or feeling 1.6 Define the term “active listening” 1.7 List the types of information needed to communicate effectively with customers 1.8 State why it is important to pass information and messages to colleagues	The description of **different methods** of communicating should not be limited just to the methods *currently* used by the learner The **customer experience** can be in relation to both internal and external customers
2 Be able to communicate with customers	2.1 Listen “actively” to what customers are saying 2.2 **Check their own understanding** of customers’ needs	Learners should be encouraged to develop a range of methods to **check their own understanding** of customers’ needs

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Learning Outcomes	Assessment Criteria	Additional Guidance
	2.3 **Summarise information** for customers 2.4 Check that customers are satisfied with the information provided 2.5 Follow **organisational standards** of behaviour and communication when interacting with customers 2.6 Adhere to **organisational policies and procedures, legal and ethical** requirements when communicating with customers	Learners are to provide evidence of how they **summarise information** to best aid understanding 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 communications

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:	CFACSA3 CFACSA10 CFACSD8	• Communicate effectively with customers • Deal with customers face to face • Work with others to improve 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 .

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