Unit Title:	**Understand working in a customer service environment**
OCR unit number:	1
Level:	1
Credit value:	3
Guided learning hours:	25
Unit reference number:	L/506/2083

Unit aim and purpose

This unit aims to develop knowledge and understanding regarding working effectively in a customer service environment. Upon completion of this unit, learners will have developed knowledge of the importance of customer service and an awareness of the factors affecting customer service. Learners will also know how to work in a customer service role and will know how to refer customer queries and problems to others.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Know the importance of customer service	**The Learner can:** 1.1 State what is meant by "customer service" 1.2 State why **effective** customer service is important to an organisation	**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
2 Know the factors affecting customer service	2.1 Outline the difference between an internal and an external customer 2.2 State how to identify customers' needs and expectations 2.3 List information sources needed to deliver reliable customer service 2.4 Describe the relationship between **customer expectations** and **customer satisfaction**	**Customer expectations** are what people think should happen and how they think they should be treated when asking for or receiving customer service **Customer satisfaction** is the feeling that a customer gets when he or she is happy with the customer service that has been provided

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Learning Outcomes	Assessment Criteria	Additional Guidance
3 Know how to work in a customer service role	3.1 Identify personal behaviours that can positively affect customers' perceptions of an organisation and its products and/or services 3.2 Identify the job roles within a team delivering customer service 3.3 State the standards of personal presentation and behaviour expected by customer service staff in different organisations 3.4 State standards and practices that relate to a **service offer** within **different types of organisation**	**A service offer** defines the extent and limits of the customer service that an organisation is offering **Different types of organisation** requires the learner to provide more than one example from their sector
	3.5 Describe how **legislation and organisational requirements** affect what can be promised or carried out in a customer service role 3.6 Describe the procedures for protecting customers' personal information and safety 3.7 State the importance of protecting customers' personal information and safety	**Legislation and organisational requirements** will depend on the industry and organisation. The learner should be aware of what these are for an identified sector or organisation
4 Know how to refer customer queries and **problems** to others	4.1 Describe types of customer behaviour that show when a customer is dissatisfied 4.2 State the procedures to be followed when dealing with customer queries or **problems** 4.3 State to whom to refer customer queries and **problems**	**Problems** in customer service happen when the customer service does not meet customer expectations

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

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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:	CFACSA4 CFACSB2 CFACSC1 CFACSF3	• Give customers a positive impression of yourself and your organisation • Deliver reliable customer service • Recognise and deal with customer queries, requests and problems • Show understanding of customer service principles

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 .