OCR
Oxford Cambridge and RSA

Unit Title:	**Communicate with customers in writing**
OCR unit number:	8
Level:	2
Credit value:	3
Guided learning hours:	20
Unit reference number:	T/506/2126

Unit aim and purpose

This unit aims to develop the knowledge and skills required to communicate with customers in writing. Upon completion of this unit, learners will be able to both plan and produce written communications.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to communicate with customers in writing	**The Learner can:** 1.1 Explain why it is necessary to use different forms of **written communication** for different purposes 1.2 Describe practices for producing different forms of written communications 1.3 Describe the potential benefits and limitations associated with communicating with customers in writing 1.4 Explain the **implications** of confidentiality and data protection in communicating with customers in writing	**Written communication** may include letter, email, online forum **Implications** should include those of a legal nature
2 Be able to plan written communications to customers	2.1 Identify the objective(s) of the communication 2.2 Gather the information needed to draft the communication 2.3 Select the form of written communication that is most likely to lead to customer satisfaction within the **service offer**	**Service offer** defines the extent and limits of the customer service that an organisation is offering
3 Be able to communicate with customers in writing	3.1 Produce communications that recognise customers' points of view in accordance with organisational standards, styles and tone	

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Learning Outcomes	Assessment Criteria	Additional Guidance
	3.2 Use language that is clear and concise, adapting it to meet identified customer needs 3.3 Record decisions and actions taken and the reasons for them 3.4 Adhere to **organisational policies and procedures, legal and ethical requirements** when communicating with customers in writing	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:	CFACSA13	• Deal with customers in writing or electronically

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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