

Unit Title:	Promote additional services or products to customers
Unit number	A5
Level:	2
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products the organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world. However, it is equally important for organisations that are not in competition with others to encourage their customers to try new services or products. This unit is about the learners' need to keep pace with new developments and to encourage customers to take an interest in them. Customers expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from the organisation. Because of this everybody offering services or products needs to play a part in making customers aware of what is available. Learners should not choose this unit if their organisation does not want them to suggest additional services or products to customers.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Identify additional services or products that are available	The Learner can: 1.1 Update and develop their knowledge of their organisation's services or products 1.2 Check with others when they are unsure about new service or product details 1.3 Identify appropriate services or products that may interest their customer 1.4 Spot opportunities for offering their customer additional services or products that will improve the customer experience	Candidates must have an understanding of: <ul style="list-style-type: none">• The services and/or products provided by their organisation• How to update their knowledge on the products and/or services provided• Who to obtain information from• How to identify opportunities for offering additional products and/or services

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<p>2 Inform customers about additional services or products</p>	<p>2.1 Choose the best time to inform their customer about additional services or products</p> <p>2.2 Choose the best method of communication to introduce their customer to additional services or products</p> <p>2.3 Give their customer accurate and sufficient information to enable them to make a decision about the additional services or products</p> <p>2.4 Give their customer time to ask questions about the additional services or products</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • When and how to provide information on additional products/services to their customers • The information they need to provide to the customer • When and how to provide their customers with time to reflect on the additional products/services
<p>3 Gain customer commitment to using additional services or products</p>	<p>3.1 Close the conversation if the customer shows no interest</p> <p>3.2 Give information to move the situation forward when their customer shows interest</p> <p>3.3 Secure customer agreement and check customer understanding of the delivery of the service or product</p> <p>3.4 Take action to ensure prompt delivery of the additional services or products to their customer</p> <p>3.5 Refer their customer to others or to alternative sources of information if the additional services or products are not their responsibility</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How to deal with a customer when they have no interest in additional services/products • What information they must provide and how to secure customer agreement • How to follow the offer through by ensuring that customer needs are met • Who or what to refer their customer to if the requirements are outside of their responsibility
<p>4 Understand how to promote additional services or products to customers</p>	<p>4.1 Describe the organisation's procedures and systems for encouraging the use of additional services or products</p> <p>4.2 Explain how additional services or products will benefit their customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • The organisational procedures and systems used to promote additional services/products • The key features and benefits of the additional products/services to the customer

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	4.3 Explain how their customer's use of additional services or products will benefit their organisation 4.4 Identify the main factors that influence customers to use their services or products 4.5 Explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products 4.6 State how to give appropriate, balanced information to customers about services or products	<ul style="list-style-type: none"> • The benefits of the use of additional products/services by customers to their organisation • The techniques used to promote additional products/services and the importance of providing accurate and reliable information

Assessment

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

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (*Guidelines for a Realistic Working Environment can be found in the OCR Customer Service Centre Handbook which can be downloaded from the OCR website: www.ocr.org.uk*).
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
5. You must provide evidence that the additional services or products offered include:
 - a use of services or products that are new to your customer
 - b additional use of services or products that your customer has used before.

6. Your evidence must show that you:
- a identify what your customer wants by seeking information directly
 - b identify what your customer wants from spontaneous customer comments.

Guidance on assessment and evidence requirements

Please refer to the OCR Customer Service Centre Handbook available from the OCR website www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

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