

Unit Title:	Manage customer service performance
OCR unit number	D20
Level:	4
Credit value:	7
Guided learning hours:	47
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Unit purpose and aim

This Unit forms part of the Customer Service NVQ qualification 2010.

Customer service performance can be measured by a wide variety of metrics and ratings collected in different ways by different organisations. Those measurements are needed if the learner is to be able to manage performance systematically and take positive actions for improvement. Information on performance must be collected and interpreted in order to identify appropriate management actions to promote improvement. This may involve reference to standards, benchmarks, targets and tolerances and also the identification of trends and patterns in the evidence that is monitored. This unit is about those monitoring and management processes. This unit is for the learner if they have responsibility for the customer service performance of individuals or a team and they have the authority to see management actions through

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1. monitor performance in customer service operations</p>	<p>The Learner can:</p> <p>1.1 collect regular statistics on customer service operations performance</p> <p>1.2 interpret broad patterns of customer service operations statistics</p> <p>1.3 investigate questions raised by interpretation and analysis of performance</p> <p>1.4 interpret statistics regarding customer service performance in specific product and service areas</p> <p>1.5 match customer service performance statistics to benchmarks, targets, standards or agreed tolerances</p> <p>1.6 use customer service performance statistics to identify trends</p> <p>1.7 compare customer</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services or products to customers.</p> <p>How to collect statistics on customer service operations performance, interpret broad patterns from these and investigate questions raised by analysis and interpretation.</p> <p>How to interpret statistics relating to specific product and service areas.</p> <p>Methods of matching customer service performance statistics</p>

	<p>1.8 service performance statistics with broader quality monitoring results review resource provision to identify any resource changes needed to improve customer service performance management</p>	<p>to benchmarks, targets, standards and agreed tolerances in their organisation.</p> <p>How to use customer service performance statistics to identify trends and compare these with broader quality monitoring results for their organisation.</p> <p>Reviewing resource provision and identifying changes to improve performance management as a result.</p>
<p>2. take management actions to improve performance in customer service operations</p>	<p>2.1 identify management actions to maintain and improve on customer service performance</p> <p>2.2 summarise monitoring evidence to support the case for management actions to improve performance</p> <p>2.3 brief team members on changes they must make to improve customer service performance</p> <p>2.4 organise resource changes needed to improve customer service performance</p> <p>2.5 organise suitable coaching or training to improve customer service performance where development needs have been identified</p> <p>2.6 adjust customer service performance targets which have ceased to be both challenging and achievable</p>	<p>Candidates should have an understanding of:</p> <p>The type of management actions that can maintain and improve customer service performance in their organisation.</p> <p>How to summarise monitoring evidence to support these actions.</p> <p>How to organise resource changes needed to improve performance, suitable coaching, training and development identified for team members.</p> <p>How to brief their team members on changes to improve performance.</p> <p>Methods of adjusting performance targets which have ceased to be challenging and achievable.</p>
<p>3. understand how to manage customer service performance</p>	<p>3.1 explain methods for collecting statistics on customer service operations performance</p> <p>3.2 explain techniques for interpreting customer service performance</p>	<p>Candidates should have an understanding of:</p> <p>Methods of managing customer service performance.</p> <p>Sources of benchmarks and</p>

	<p>statistics</p> <p>3.3 explain the importance of setting targets that are SMART (Specific, Measurable, Achievable, Realistic, Time-bound)</p> <p>3.4 identify sources of benchmarks and standards for customer service performance</p> <p>3.5 explain techniques for identifying trends and patterns in customer service performance</p> <p>3.6 compare options for management actions that will improve customer service performance</p> <p>3.7 describe methods of coaching and training to improve customer service performance</p>	<p>standards for customer service performance in their organisation.</p> <p>How to compare options for management actions to improve performance.</p> <p>Candidates must be able to explain:</p> <ul style="list-style-type: none"> • methods for collecting statistics on customer service and techniques for interpreting these • setting SMART targets and their importance • techniques for identifying trends and patterns in customer service performance • methods of coaching and training to improve customer service performance.
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Assessment

Specified in the Customer Service Assessment Strategy 2010

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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any evidence within this Unit.

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 for your assessor to be confident that you are competent.

4. The techniques used in your evidence for interpreting customer service performance statistics and identifying trends may be any which are practical for your organisation.

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