

Unit Title:	Manage customer service delivery in a contact centre
OCR unit number	8
Sector unit number:	CC16
Level:	4
Credit value:	6
Guided learning hours:	10
Unit reference number:	A/503/0388

Unit purpose and aim

This unit concerns being able to manage escalation processes for difficult customer service issues in a contact centre, manage the monitoring of customer service performance and feedback, review organisational and regulatory requirements for customer service delivery and understand the management of customer service in contact centres.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Be able to manage escalation processes for difficult customer service issues in a contact centre	The Learner can: 1.1 Agree authority boundaries for staff at all levels who deal with customer issues or complaints 1.2 Resolve customer issues or complaints referred from colleagues (including high risk or high profile customers) in accordance with organisational procedures 1.3 Identify practicable ways of preventing recurrences of customer service issues	The Learner may include: <ul style="list-style-type: none"> • The indicators used to identify when customer issues should be referred upwards • Job descriptions agreed with agents, team leaders and others who deal with customers • Records of complaints/issues that have been dealt with and the rationale for action taken • The benefits to the business of dealing effectively with customer complaints/issues • How to deal with complaints to enhance customer satisfaction • The risks to the business if complaints are unresolved • Identifying recurring issues and taking action to correct • Records of actions to improve service delivery – e.g. reports, meetings

Learning Outcomes	Assessment Criteria	Teaching Content
2 Be able to manage the monitoring of customer service performance and feedback in a contact centre	2.1 Design Key Performance Indicators (KPIs) that are capable of measuring customer service performance 2.2 Gain approval to KPIs 2.3 Coordinate monitoring activities to test the quality of customer service against agreed KPIs 2.4 Analyse the results of monitoring data about customer service against organisational and regulatory requirements 2.5 Develop enhancements to monitoring procedures for customer service performance	<ul style="list-style-type: none"> • What KPIs are • Those measures that directly affect customer service delivery • The data and other sources of information available – quantitative and qualitative • Records of data analysed and KPIs developed • The company procedure for consulting on KPIs and obtaining approval • Records of reports, meetings where KPIs proposed and agreed • Records of data analysis to measure performance against KPIs • Comparisons made against business objectives • Examples of changes made to monitoring process to ensure required levels of service maintained
3 Be able to review organisational and regulatory requirements for customer service delivery in a contact centre	3.1 Evaluate the impact of existing organisational and regulatory requirements on customer service delivery in the contact centre 3.2 Recommend enhancements to organisational strategies and policies to meet regulatory requirements in customer service delivery 3.3 Communicate changes in organisational customer service procedures that meet regulatory requirements	<ul style="list-style-type: none"> • What company policy on customer service is • What the regulatory requirements are • How these affect performance and why • Records of recommendations made – e.g. reports, meetings • Examples of how changes communicated, to whom and why

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

You must provide evidence that you are able to manage and monitor the delivery of customer service across a contact centre environment, including the resolution of challenging situations.

Guidance on assessment and evidence requirements

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

National Occupational Standards (NOS) mapping/signposting

Occupational Standards	Unit Number	Title
Contact Centre	16	Manage customer service in a contact centre

Functional Skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	✓	Representing	✓	Use of ICT systems	
Reading	✓	Analysing	✓	Find and select information	
Writing	✓	Interpreting	✓	Develop, present and communicate information	

Resources

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).