| | |
|---|---|
| **Unit Title:** | **Improve the customer relationship** |
| OCR unit number: | 15 |
| Sector unit number: | D.06 |
| Level: | 3 |
| Credit value: | 7 |
| Guided learning hours: | 47 |
| Unit reference number: | H/601/1232 |

## Unit purpose and aim

To improve relationships with their customers, candidates need to deliver consistent and reliable customer service. In addition, customers need to feel that the candidate genuinely wants to give them high levels of service and that the candidate makes every possible effort to meet or exceed their expectations. This encourages loyalty from external customers or longer-term service partnerships with internal customers. The candidate needs to be proactive in their dealings with their customers and to respond professionally in all situations. The candidate needs to negotiate between their customers and their organisation or department in order to find some way of meeting their customers' expectations. In addition the candidate needs to make extra efforts to delight their customers by exceeding customer service expectations.

| Learning Outcomes | Assessment Criteria |
|---|---|
| **The Learner will:** | **The Learner can:** |
| 1 Improve communication with their customers | 1.1 select and use the best method of communication to meet their customers' expectations<br>1.2 take the initiative to contact their customers to update them when things are not going to plan or when they require further information<br>1.3 adapt their communication to respond to individual customers' feelings |
| 2 Balance the needs of their customer and their organisation | 2.1 meet their customers' expectations within their organisation's service offer<br>2.2 explain the reasons to their customers sensitively and positively when customer expectations cannot be met<br>2.3 identify alternative solutions for their customers either within or outside the organisation<br>2.4 identify the costs and benefits of these solutions to their organisation and to their customers<br>2.5 negotiate and agree solutions with their customers which satisfy them and are acceptable to their organisation<br>2.6 take action to satisfy their customers with the agreed solution when balancing customer needs with those of their organisation |

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| Learning Outcomes | Assessment Criteria |
|---|---|
| 3 Exceed customer expectations to develop the relationship | 3.1 make extra efforts to improve their relationship with their customers<br>3.2 recognise opportunities to exceed their customers' expectations<br>3.3 take action to exceed their customers' expectations within the limits of their own authority<br>3.4 gain the help and support of others to exceed their customers' expectations |
| 4 Understand how to improve the customer relationship | 4.1 describe how to make best use of the method of communication chosen for dealing with their customers<br>4.2 explain how to negotiate effectively with their customers<br>4.3 explain how to assess the costs and benefits to their customers and their organisation of any unusual agreement they make<br>4.4 explain the importance of customer loyalty and/or improved internal customer relationships to their organisation |

## Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

This unit is a cross-sector customer service unit owned by CfA Business Skills @ Work.

Assessment guidance for this unit is provided in the owner's Assessment Strategy for customer service qualifications.

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

## Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

## Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

## National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference CFAB11


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**NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.**

## 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 ICT systems | ✔ |
| Reading | ✔ | Analysing | ✔ | Find and select information | ✔ |
| Writing | ✔ | Interpreting | ✔ | Develop, present and communicate information | ✔ |

## 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 .