Unit Title:	**Promote continuous improvement**
OCR unit number:	18
Sector unit number:	D.09
Level:	3
Credit value:	7
Guided learning hours:	47
Unit reference number:	H/601/1554

Unit purpose and aim

This unit covers the key competence of the customer service professional. The learner must be dedicated to the continuous improvement of customer service and this involves organising changes in the way customer service is delivered over and over again. The learner will need to identify potential changes, think through their consequences and make them work. Above all, this unit covers the competence of organising and seeing through change that is sustainable and is in the spirit of continuous improvement in customer service.

Learning Outcomes	**Assessment Criteria**
The Learner will:	**The Learner can:**
1 Plan improvements in customer service based on customer feedback	1.1 gather feedback from customers that will help to identify opportunities for customer service improvement 1.2 analyse and interpret feedback to identify opportunities for customer service improvements and propose changes 1.3 discuss with others the potential effects of any proposed changes for their customers and their organisation 1.4 negotiate changes in customer service systems and improvements with somebody with sufficient authority to approve trial or full implementation of the change
2 Implement changes in customer service	2.1 organise the implementation of authorised changes 2.2 implement the changes following organisational guidelines 2.3 inform people inside and outside their organisation who need to know of the changes being made and the reasons for them 2.4 monitor early reactions to changes and make appropriate fine-tuning adjustments
3 Review changes to promote continuous improvement	3.1 collect and record feedback on the effects of changes 3.2 analyse and interpret feedback and share their findings on the effects of changes with others 3.3 summarise the advantages and disadvantages of the changes 3.4 use their analysis and interpretation of changes to identify opportunities for further improvement

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Learning Outcomes	Assessment Criteria
	3.5 present these opportunities to somebody with sufficient authority to make them happen
4 Understand how to promote continuous improvement	4.1 review how service improvements in their area affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements 4.2 explain how customer experience is influenced by the way service is delivered 4.3 explain how to collect, analyse and present customer feedback 4.4 explain how to make a business case to others to bring about change in the products or services they offer

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 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 CFAD9

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

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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 .