

Unit Title:	Resolve customer service problems
Unit number	C3
Level:	2
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

This unit is about what to do when it is difficult to meet customer expectations. Even if the service the learner gives is excellent, some customers experience problems. Part of the learner's job is to help to resolve those problems. There is likely to be a problem if customer expectations are not met. This may be because the customer's expectations involve more than the learner can offer or because service procedures have not been followed. Some problems are reported by customers and sometimes the learner will spot the problem first and resolve it before their customer has even noticed. As soon as the learner is aware of a problem, they need to consider the options and then choose a way to put it right. This unit is particularly important in customer service because many customers judge how good the customer service of the organisation is by the way problems are handled.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Spot customer service problems</p>	<p>The Learner can:</p> <p>1.1 Listen carefully to customers about any problem they have raised</p> <p>1.2 Ask customers about the problem to check their understanding</p> <p>1.3 Recognise repeated problems and alert the appropriate authority</p> <p>1.4 Share customer feedback with others to identify potential problems before they happen</p> <p>1.5 Identify problems with systems and procedures before they begin to affect customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How to spot customer service problems to include: <ul style="list-style-type: none"> - Active listening - Questioning - Recognising repeated problems - Using customer feedback to share with others - Identifying problems with systems and procedures

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Pick the best solution to resolve customer service problems</p>	<p>2.1 Identify the options for resolving a customer service problem</p> <p>2.2 Work with others to identify and confirm the options to resolve a customer service problem</p> <p>2.3 Work out the advantages and disadvantages of each option for their customer and the organisation</p> <p>2.4 Pick the best option for their customer and the organisation</p> <p>2.5 Identify for their customer other ways that problems may be resolved if they are unable to help</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • Identifying appropriate options to resolve customer service problems • How to work with colleagues when tackling customer service problems • How to evaluate the advantage and disadvantages of potential solutions • How to select appropriate options • Alternative options available to customers
<p>3 Take action to resolve customer service problems</p>	<p>3.1 Discuss and agree the options for solving the problem with their customer</p> <p>3.2 Take action to implement the option agreed with their customer</p> <p>3.3 Work with others and their customer to make sure that any promises related to solving the problem are kept</p> <p>3.4 Keep their customer fully informed about what is happening to resolve the problem</p> <p>3.5 Check with their customer to make sure the problem has been resolved to the customer's satisfaction</p> <p>3.6 Give clear reasons to their customer when the problem has not been resolved to the customer's satisfaction</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How to take action to resolve customer problems to include: <ul style="list-style-type: none"> - Discussing and agreeing options - What actions to take - The importance of teamwork when tackling problems - The importance of keeping the customer informed - The importance of checking that the customer is happy with the outcome - How to explain to the customer why the problem could not be resolved to their satisfaction
<p>4 Know how to resolve customer service problems</p>	<p>4.1 Describe organisational procedures and systems for dealing with customer service problems</p> <p>4.2 Explain how to defuse potentially stressful situations</p> <p>4.3 Describe how to negotiate</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • The organisational procedures and systems used for dealing with customer service problems • How to diffuse a potentially stressful situation/s

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.4 Identify the limitations of what they can offer their customer 4.5 Describe types of action that may make a customer problem worse and should be avoided	<ul style="list-style-type: none"> • How to negotiate • The limitations of their authority • How a customer problem could be made worse and how it can be avoided

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 evidence must include examples of resolving problems involving each of the following:
 - a a problem first identified by customers
 - b a problem identified within the organisation before it has affected your customer
 - c a problem caused by differences between your customer's expectations and what your organisation can offer
 - d a problem caused by a system or procedure failure
 - e a problem caused by a lack of resources or human error.
5. You must provide evidence that you:
 - a supplied relevant information when customers have requested it
 - b supplied relevant information when customers have not requested it
 - c have used agreed organisational procedures when solving problems
 - d have made exceptions to usual practice with the agreement of others.

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 .