Unit Title:	**Organise the delivery of reliable customer service**
Unit number	38
Level:	3
Credit value:	6
Guided learning hours:	40
Unit expiry date:	31/12/2014

Unit purpose and aim

This unit is about how the learner delivers and maintains excellent and reliable customer service. The role of the learner may or may not involve supervisory or management responsibilities but they are expected to take some responsibility for the resources and systems they use which support the service that they give. In the learner's job they must be alert to customer reactions and know how they can be used to improve the service that they give. In addition, customer service information must be recorded to support reliable service.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills

The Learner will:
1   Plan and organise the delivery of reliable customer service
	The Learner can:
	1.1 Plan, prepare and organise everything they need to deliver services or products to different types of customers
	1.2 Organise what they do to ensure that they are consistently able to give prompt attention to your customers
	1.3 Reorganise their work to respond to unexpected additional workloads
		Candidates must have a detailed understanding of:
		
		• The procedures and processes to follow to enable the effective delivery of customer service. This should include:
		  - Planning
		  - Preparation
		  - Organisation

2 Review and maintain customer service delivery	2.1 Maintain service delivery during very busy periods and unusually quiet periods 2.2 Maintain service delivery when systems, people or resources have let them down 2.3 Consistently meet their customers' expectations	Candidates should have a detailed understanding of: • How to maintain service delivery at all times • Time management when dealing with customers • Customer expectations and how they are formed

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.4 Balance the time they take with their customers with the demands of other customers seeking their attention 2.5 Respond appropriately to their customers when customers make comments about the products or services they are offering 2.6 Alert others to repeated comments made by their customers 2.7 Take action to improve the reliability of their service based on customer comments 2.8 Monitor the action they have taken to identify improvements in the service they give to their customers	• The importance of reviewing customer comments and disseminating information to others • How to implement and monitor improvements to the customer service delivery
3 Use recording systems to maintain reliable customer service	3.1 Record and store customer service information accurately following organisational guidelines 3.2 Select and retrieve customer service information that is relevant, sufficient and in an appropriate format 3.3 Quickly locate information that will help solve a customer's query 3.4 Supply accurate customer service information to others using the most appropriate method of communication	Candidates must have a detailed understanding of: • The organisational requirements and procedures for storing customer information • How to select, retrieve and locate customer information • The Data Protection Act and the requirements to store accurate information and who the information can be communicated to
4 Understand how to organise the delivery of reliable customer service	4.1 Describe organisational procedures for unexpected situations and their role within them 4.2 Describe resource implications in times of staff sickness and holiday periods and their responsibility at these times	Candidates must have a detailed understanding of: • Organisational procedures to deal with unexpected situations • Resources implications with respect to staff shortages • The importance of having fast and reliable information to hand

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.3 Explain the importance of having reliable and fast information for their customers and their organisation 4.4 Evaluate the organisational procedures and systems for delivering customer service 4.5 Identify useful customer feedback and explain how to decide which feedback should be acted on 4.6 Describe how to communicate feedback from customers to others 4.7 Evaluate the organisational procedures and systems for recording, storing, retrieving and supplying customer service information 4.8 Explain the legal and regulatory requirements regarding the storage of data	• Organisational procedures and systems for delivering customer service • How to obtain and use customer feedback • The Data Protection Act and how they must apply it within their organisation • The systems and procedures for recording, storing, retrieving and supplying customer information

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.

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