

<b>Unit Title:</b>	<b>Apply risk assessment to customer service</b>
Unit number	C6
Level:	3
Credit value:	10
Guided learning hours:	67

## Unit purpose and aim

This unit is about how formal or informal risk assessment techniques can be used to reduce any risks involved in the provision of customer service. The provision of customer service involves a range of risks. These may be financial, reputational or health and safety risks. Awareness of them alone is rarely enough so customer service sometimes involves identifying and assessing individual risks so that they can be classified and prioritised. This in turn enables the learner to take actions to minimise risks.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Analyse customer service processes for risk</p>	<p><b>The Learner can:</b></p> <p>1.1 Explain their organisation's customer service process and identify the moments of truth (those points in the customer service process that have most impact on the customer experience)</p> <p>1.2 Identify the financial risks for each stage of the customer service process</p> <p>1.3 Identify the reputational risks for each stage of the customer service process</p> <p>1.4 Identify the health and safety risks for each stage of the customer service process</p> <p>1.5 Identify the risk of delivering sub-standard services or products for each stage of the customer service process</p> <p>1.6 Ensure that your customers are aware of any risks that might impact on them</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> <li>• The customer service process of their organisation including: <ul style="list-style-type: none"> <li>- When and where it has most impact on the customer experience</li> <li>- The financial risks for each stage</li> <li>- The risks to reputation of each stage</li> <li>- The risks if the delivery is sub-standard at any stage</li> <li>- The risks to the customers</li> <li>- The importance of communicating identified risks to others</li> </ul> </li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.7 Develop staff awareness of the risks they have identified	
2 Assess customer service risks and take appropriate actions	2.1 Assess the probabilities of each risk that they have identified 2.2 Assess the consequence of each risk in terms of finance, reputation and health and safety 2.3 Classify each risk as high, medium or low taking into account its probability and consequences 2.4 Work with colleagues to identify any actions that might be taken to reduce risk 2.5 Take appropriate actions to minimise the overall customer service risk profile by adapting procedures	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> <li>• The likelihood of the risks identified becoming a reality</li> <li>• The consequences of each risk and which category it falls under ie High, Medium, Low</li> <li>• How to work with others to minimise risks and take appropriate remedial action</li> </ul>
3 Understand how to apply risk assessment to customer service	3.1 Describe risk assessment techniques 3.2 Explain how to evaluate risk according to probability of occurrence and consequences of occurrence 3.3 Evaluate the nature of potential customer service risks including financial, reputational and health and safety risks 3.4 Explain cost/benefit analysis 3.5 Define SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis	Candidates must have a detailed understanding of: <ul style="list-style-type: none"> <li>• Risk assessment techniques</li> <li>• How to evaluate risks</li> <li>• Cost/benefit analysis</li> <li>• SWOT analysis</li> <li>• PESTLE</li> </ul>

## Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

## Evidence requirements

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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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
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. The procedures you follow for risk assessment may be formal or informal and may or may not be written.
5. You must provide evidence that you have identified risks in your own area of responsibility:
  - a through your everyday work
  - b actively carrying out a risk assessment
  - c through discussion with colleagues.
6. Your evidence must show that when carrying out a risk assessment you have:
  - a listed each risk
  - b identified the consequences of each risk
  - c estimated the probability of each risk occurring
  - d made a judgement about any action that is justified taking into account the consequences and probability of each risk.
7. You must provide evidence that you have worked with two of these groups of people to identify possible actions for managing risk:
  - a team members or colleagues
  - b suppliers or service partners
  - c supervisors, team leaders or managers.
8. Your evidence must show that you have carried out risk assessments that have caused you to:
  - a take action to manage the risk
  - b decide that the level of risk is tolerable and take no action.

## Guidance on assessment and evidence requirements

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Please refer to the OCR Customer Service Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

## Additional information

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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](http://www.ocr.org.uk)