

Unit Title:	Process customer service complaints
Unit number	44
Level:	3
Credit value:	6
Guided learning hours:	40
Unit expiry date:	31/12/2014

Unit purpose and aim

This unit is about the process of handling complaints. In any customer service situation a customer who is not satisfied may resort to making a complaint. Complaints may be justified or unjustified but in either case the learner's customer expects them to respond and to offer some resolution or compensation. Complaints require investigation and the different options for their resolution to be considered. The learner's organisation may have detailed and formal procedures for dealing with complaints.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Recognise the signs that a query or problem is about to produce a complaint</p>	<p>The Learner can:</p> <p>1.1 Identify signs that a customer is becoming dissatisfied with the customer service of their organisation</p> <p>1.2 Take action to change the situation so that the query or problem does not result in a complaint</p> <p>1.3 Take actions to change their customer service approach in order to avoid future complaints when a justified complaint has been made</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • How to identify customer dissatisfaction • How to respond to a situation to prevent a complaint • How to avoid future complaints
<p>2 Deal with a complaint effectively</p>	<p>2.1 Ensure that they have a clear understanding of the nature and details of the complaint</p> <p>2.2 Investigate the facts of the complaint in order to establish whether it should be dealt with as a justified complaint or an unjustified complaint</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • How to deal with complaints effectively including: <ul style="list-style-type: none"> - Finding out the details - Investigating the facts - Identifying possible solutions and their advantages/disadvantages/risks

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>2.3 Identify all the possible options for a solution and consider the benefits and drawbacks of each option for their customer and for their organisation</p> <p>2.4 Assess the risks to their organisation of choosing each option</p> <p>2.5 Report the findings of their investigation to their customer and offer their chosen solution</p> <p>2.6 Escalate the complaint by involving more senior members of their organisation or an independent third party if there is sufficient reason to do so</p> <p>2.7 Give feedback to other colleagues involved which will help them avoid future complaints</p> <p>2.8 Keep clear records of the way the complaint has been handled to avoid later misunderstandings</p>	<ul style="list-style-type: none"> - The importance of reporting findings to the customer and providing a solution - Limits to authority and who to refer to (escalate the complaint to) - How to give feedback to others - The importance of keeping records
<p>3 Understand how to process customer service complaints</p>	<p>3.1 Explain how to monitor the level of complaints and identify those that should provoke a special review of the service offer and service delivery</p> <p>3.2 Explain why dealing with complaints is an inevitable part of delivering customer service</p> <p>3.3 Describe organisational procedures for dealing with complaints</p> <p>3.4 Explain how to negotiate a solution with their customer that is acceptable to that customer and to the organisation</p>	<p>Candidates must have a detailed understanding of:</p> <ul style="list-style-type: none"> • How to monitor complaints and identify those that require changes to practice • Why customer complaints is an expected part of customer service delivery • Organisational procedures for dealing with complaints • How to negotiate solutions with customers • The regulatory definition of a complaint and the regulatory requirements for dealing with it • Limits to their authority and who to escalate the complaint to • The implications of admitting liability • How to pre-empt customer complaints

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.5 Explain the regulatory definition of a complaint in their sector and the regulatory requirements of how complaints should be handled and reported 3.6 Explain when to escalate a complaint by involving more senior members of the organisation or an independent third party 3.7 Explain the cost and regulatory implications of admitting liability for an error made by their organisation 3.8 Identify how to spot and interpret signals that their customer may be considering making a complaint 3.9 Describe techniques for handling conflict 3.10 Explain the importance of dealing with a complaint promptly 3.11 Explain why the offer of compensation or replacement service or products may not always be the best options for resolving a complaint 3.12 Explain how the successful handling of a complaint presents an opportunity to impress a customer who has been dissatisfied	<ul style="list-style-type: none"> • How to handle conflict • The importance of a speedy response to a complaint • The role of compensation and/or replacement and when it is appropriate • How a complaint can achieve a positive response from a customer

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