

Unit Title:	Go the extra mile in customer service
Unit number	A9
Level:	2
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

When the learner's customer feels that they have taken special care to give them good service and have done something more than they expect, they are likely to enjoy a better customer service experience. Opportunities to add this extra value to the customer's experience depend on the learner spotting what they will particularly appreciate. Often they can offer this little extra when sorting out a difficulty or problem. Whatever special service the learner gives when they "go the extra mile" must be within their own authority or with the authority of an appropriate colleague. It must also take account of the organisation's service offer and all the relevant procedures and regulations. As customers, we all enjoy and remember it when somebody has "gone the extra mile" to deliver special customer service.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Distinguish between routine service standards and going the extra mile	The Learner can: 1.1 Explain the service offer clearly and concisely 1.2 Identify their customer's expectations and needs 1.3 Match the service offer with their customer's expectations and needs and identify the key differences 1.4 Identify options for other actions that will give added value to customer service and might impress their customer 1.5 Choose actions that are most appropriate to impress their customer	Candidates must have an understanding of the difference between normal service standards and going the extra mile including: <ul style="list-style-type: none">• The service offer• Customer expectations and needs• The key differences between the service offer and customer expectations/needs• How to provide added value

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<p>2 Check that your extra mile ideas are feasible</p>	<p>2.1 Match their ideas for added value customer service against their authority to see them through</p> <p>2.2 Check that their ideas for added value customer service are possible within their organisation's guidelines</p> <p>2.3 Check that their ideas for added value customer service are possible within regulatory boundaries</p> <p>2.4 Check that their ideas for added value customer service will not unreasonably affect the service to their other customers</p> <p>2.5 Explain their ideas for added value service to a senior colleague or other appropriate authority</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • The limits of authority to provide added value and whether the added value is possible to achieve • How their actions will affect the service offer to others • What value added they could provide to their customers
<p>3 Go the extra mile</p>	<p>3.1 Take action to go the extra mile in customer service</p> <p>3.2 Ensure that their customer is aware of the added value of their actions</p> <p>3.3 Monitor the effects of their added value actions to ensure that the service given to their other customers is not affected unreasonably</p> <p>3.4 Note and pass on positive feedback from their customer about their actions</p> <p>3.5 Suggest that an extra mile action becomes routine if they have seen it work several times and it could be accommodated within the service offer</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> • Provide added value to their customers within organisational guidelines and limits of their authority • Monitor the effectiveness of their actions through communication with their customers and obtaining feedback • Make suggestions for added value
<p>4 Know how to go the extra mile in customer service</p>	<p>4.1 Describe their organisation's service offer</p> <p>4.2 Explain how customers form expectations of the service they will receive</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • The organisation's customer service offer • How customer expectations are formed

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	<p>4.3 Identify what types of service action most customers will see as adding value to the customer service they have already had</p> <p>4.4 Outline their organisation's rules and procedures that determine their authority to go the extra mile</p> <p>4.5 Identify relevant legislation and regulation that impact on their freedom to go the extra mile</p> <p>4.6 Describe how their organisation receives customer service feedback on the types of customer experience that has impressed them</p> <p>4.7 Describe their organisation's procedures for making changes in its service offer</p>	<ul style="list-style-type: none"> • What types of action are added value to the customer service offer • Limits of their authority to deliver added value and who to refer to • Relevant legislation/regulation • Organisational procedures for obtaining customer feedback • Organisational procedures for changing the service offer

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. You must provide evidence of going the extra mile with customers:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job
 - d when people, systems or resources have let you down.

5. Your evidence must show that you have:
- a followed organisational procedures to go the extra mile for customers
 - b used your own initiative when going the extra mile for customers.

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