

<b>Unit Title:</b>	<b>Live up to the customer service promise</b>
Unit number	A7
Level:	2
Credit value:	6
Guided learning hours:	40

## Unit purpose and aim

The learner may work in an organisation that has a carefully defined brand and vision that includes a specific service offer and promise to their customers. Often, much work has taken place to develop these, and they influence what the customer expects. By promoting the brand, the organisation is making a promise to their customers about what they can expect. Customer satisfaction is unlikely to be achieved if their customer's experience does not match their expectations of that promise. Even in organisations without a strong brand image, customers often have firm expectations. This unit is about the way the learner's work supports the branding of their services or products. It covers what they must do to make sure that they deliver the promise that the customer has come to expect. It also covers how the learner can avoid giving their customer an experience that is significantly different from the one offered in the promise.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Understand and explain the customer service promise</p>	<p><b>The Learner can:</b></p> <p>1.1 Explain the key features of the service offer, vision and promise their organisation has made</p> <p>1.2 Identify the role they can play to ensure that their customer believes that the service offer, vision and promise is being delivered</p> <p>1.3 Explain the procedures and regulations their organisation follows to support the service offer, vision and promise</p> <p>1.4 Devise and use phrases that reinforce the service offer, vision and promise</p> <p>1.5 Identify and avoid phrases that might be used, but would not fit with the service offer, vision and promise</p>	<p>Candidates must have an understanding of the service offer, vision and promise of their organisation including:</p> <ul style="list-style-type: none"> <li>• The key features</li> <li>• Their role to ensure its successful delivery</li> <li>• The procedures and regulations they have to follow</li> </ul> <p>Candidates must be able to:</p> <ul style="list-style-type: none"> <li>• Devise and use phrases to reinforce the offer</li> <li>• Identify phrases which would not fit the offer</li> <li>• Identify moments and actions which relate to the customer's experience of the offer</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>1.6 Identify moments and actions within the delivery of customer service that are particularly relevant to their customer's experience of the promise being delivered</p> <p>1.7 Share ideas with colleagues about how particular words and approaches help to support the service offer, vision and promise</p>	<ul style="list-style-type: none"> <li>• Share ideas with colleagues on how to support the offer</li> </ul>
<p>2 Produce customer satisfaction by delivering the customer service promise</p>	<p>2.1 Ensure that their appearance and behaviour supports the organisation's service offer, vision and promise</p> <p>2.2 Observe or listen to the customer closely to identify opportunities to reinforce their understanding of the service offer, vision and promise</p> <p>2.3 Take actions to deliver customer service in a way that meets their customer's expectations and understanding of the service offer, vision and promise</p> <p>2.4 Ensure that what they decide to do is realistic and in line with the service offer and promise</p> <p>2.5 Be positive about and supportive of the service offer and promise</p>	<p>Candidates must be able to:</p> <ul style="list-style-type: none"> <li>• Dress appropriately and use relevant behaviour to support the offer</li> <li>• Use a range of observation and listening techniques when dealing with customers</li> <li>• Meet customer expectations and understanding of the service offer</li> <li>• Select permissible actions to support the offer</li> </ul>
<p>3 Know how to live up to the customer service promise</p>	<p>3.1 Identify the key features, moments of truth (those points in the customer service process that have the most impact on the customer experience) and customer experiences that define the organisation's service offer, vision and promise</p> <p>3.2 Identify ways in which staff can contribute to communicating the service vision or promise to customers</p>	<p>Candidates must be able to identify:</p> <ul style="list-style-type: none"> <li>• The key features,</li> <li>• Points of impact</li> <li>• Customer experience</li> </ul> <p>of the customer service offer</p> <ul style="list-style-type: none"> <li>• The ways staff can communicate the offer</li> <li>• The rationale for defining an offer</li> <li>• The use and adaptation of words and actions to reflect the offer</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.3 Explain sales, marketing and/or public relations reasons for defining a service offer, vision and promise 3.4 Explain how words can be used and adapted to reflect a defined service offer, vision and promise 3.5 Explain how actions can be used and adapted to reflect a defined service offer, vision and promise	

## Assessment

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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. 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](http://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 organisation's service offer, vision and promise may be expressed formally or may be simply an informal description of the way customer service is delivered.
5. Your evidence of your organisation's service offer, vision and promise must include examples of:
  - a the way these are communicated to customers
  - b how your job role links with your organisation's offers.
6. You must show how you deliver the customer service promise:
  - a through your own efforts
  - b working with others.
7. Your evidence must show that you have taken opportunities to reinforce your organisation's message:
  - a through organisation initiatives
  - b by responding to opportunities when dealing with customers.

## 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)