

Principles of Contact Centre Operations

OCR Level 2 Certificate in Principles of Contact Centre Operations

OCR Level 3 Certificate in Principles of Contact Centre Operations

Entry codes: 10266, 10267

Centre Handbook

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1 Introduction

This centre handbook provides information for centre staff involved in the planning, delivery and assessment of the following qualifications:

OCR entry code	Title	Qualification Number
10266	OCR Level 2 Certificate in Principles of Contact Centre Operations	600/2358/2
10267	OCR Level 3 Certificate in Principles of Contact Centre Operations	600/2459/8

It is important that centre staff involved in the delivery of the above qualifications understand the requirements laid down in this handbook. Centres should therefore ensure that all staff involved in the delivery of these qualifications have access to this document.

1.1 The OCR Contact Centre Operations suite of qualifications

The OCR Contact Centre Operations suite of qualifications provides candidates with high quality, nationally recognised qualifications. They are vocationally-related, credit-based qualifications that provide valuable opportunities for individuals to develop skills, gain underpinning knowledge and understanding in the contact centre sector. They support achievement of Key Skills/Functional Skills/Essential Skills and relate to national occupational standards (NOS).

The awarding body for these qualifications is Oxford Cambridge and RSA Examinations (OCR) and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual).

These qualifications are regulated in the Qualifications and Credit Framework and appear on the Register of Regulated Qualifications. They are endorsed as the technical elements in the Level 2 and Level 3 Contact Centre Apprenticeship Frameworks by the Council for Administration (CFA), the sector body for contact centre operations.

1.2 Administration arrangements for these qualifications

A separate publication, the *Admin guide: Vocational Qualifications (A850)*, provides details of the administration arrangements for these qualifications. The Admin Guide is available to download from our website: www.ocr.org.uk.

1.3 What is the Qualifications and Credit Framework (QCF)?

The QCF is a unit and credit-based regulatory framework which replaces the National Qualifications Framework (NQF). It is a way of recognising skills and qualifications by awarding credit for qualifications and units achieved.

1.4 If centre staff have queries

This Centre Handbook and the Admin Guide contain all the information needed to deliver and administer these qualifications. If centre staff have any queries about these qualifications that are not answered in these publications, they should refer to [Further support and information](#) for details of who to contact. Support is also available on the OCR web pages at www.ocr.org.uk.

1.5 Documentation updates

The information provided in this handbook was correct at the time of production. Occasionally OCR may update this information. Please refer to the qualification web pages at www.ocr.org.uk for details regarding updates to these qualifications. The latest version of this handbook is available to download from the OCR website.

2 General information

2.1 Qualification profiles

Title	OCR Level 2 Certificate in Principles of Contact Centre Operations			
OCR code	10266			
QN	600/2358/2			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 2			
Qualification structure	<p>The credit value required for this qualification is 13, at least 10 of which must be achieved at Level 2.</p> <p>To achieve this qualification, candidates must complete a total of 7 credits from the 3 mandatory units, and a minimum of 6 credits from Optional Units Group B.</p> <p>Candidates may take either unit 4 or 5 (but not both), unit 6 or 8 (but not both) and/or unit 7 or 9 (but not both)</p>			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓		✓
This qualification is suitable for	<ul style="list-style-type: none"> • Candidates studying in preparation for employment in the contact centre sector • Candidates starting work in a job that involves contact centre operations and wishing to learn essential knowledge, understanding and skills at the same time as learning the job • Candidates already experienced in a job involving contact centre operations and wishing to update their knowledge, understanding and skills in order to improve their performance • Candidates returning to work or changing their job role to one which involves contact centre operations • Candidates embarking on an Apprenticeship in Contact Centre Operations. 			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR. Assessment evidence sheets are available from OCR.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31/12/2013			

Title	OCR Level 3 Certificate in Principles of Contact Centre Operations			
OCR code	10267			
QN	600/2459/8			
Level	This is a regulated qualification in the Qualifications and Credit Framework (QCF) at Level 3			
Qualification structure	<p>The credit value required for this qualification is 16, of which 10 credits must be at Level 3.</p> <p>To achieve this qualification, candidates must complete a total of 9 credits from the 3 mandatory units (Group A), and a minimum of 7 credits from Optional Units Group B. Candidates may take either unit 4 or 5 (but not both), unit 6 or 8 (but not both), unit 7 or 9 (but not both) and/ unit 12 or 13 (but not both).</p>			
Age group approved	Pre-16	16-18	18+	19+
		✓		✓
This qualification is suitable for	<ul style="list-style-type: none"> • Candidates already experienced in a job involving contact centre operations and wish to update their knowledge, understanding and skills to improve their performance in contact centre operations • Candidates who wish to develop their full potential and/or the potential of others to deliver and improve contact centre operations • Candidates seeking career progression through jobs involving contact centres • Candidates undertaking or preparing to undertake the Level 3 NVQ Diploma in Contact Centre Operations • Candidates who wish to add to their personal portfolio of qualifications for acceptance on to other courses • Candidates embarking on an Apprenticeship in Contact Centre Operations 			
Entry requirements	There are no formal entry requirements for this qualification.			
Assessment	<p>This qualification is pass/fail.</p> <p>This qualification is internally assessed by centre staff and externally verified by OCR. Assessment evidence sheets are available from OCR.</p>			
Funding	<p>For details on eligibility for public funding please refer to the following websites:</p> <p>http://www.education.gov.uk/section96/</p> <p>http://skillsfundingagency.bis.gov.uk/</p>			
Performance figures	<p>For information on this qualification's contribution to performance measurement please see the Ofqual's Register of Regulated Qualifications</p> <p>http://register.ofqual.gov.uk/</p>			
Last entry date*	31/12/2013			

*OCR will inform centres of any change to this date. Please refer to our website www.ocr.org.uk for current information.

2.2 Target market

The **OCR Level 2 Certificate in Principles of Contact Centre Operations** will be appropriate for those who are:

- preparing for employment in a job that involves contact centre operations
- starting work in a job that involves contact centre operations and wishing to learn essential knowledge, understanding and skills at the same time as learning the job
- already experienced in a job involving contact centre operations and wishing to update their knowledge, understanding and skills in order to improve their performance in contact centre operations
- returning to work or changing their job role to one which involves contact centre operations
- embarking on an Apprenticeship in Contact Centre Operations

The **Level 3 Certificate in Principles of Contact Centre Operations** will be appropriate for those who:

- are already experienced in a job involving customer service and wish to update their knowledge, understanding and skills to improve their performance in contact centre operations
- are seeking career progression through jobs involving contact centre operations
- are undertaking or preparing to undertake the Level 3 NVQ Diploma in Contact Centre Operations
- wish to add to their personal portfolio of qualifications for acceptance on to other courses
- are embarking on an Apprenticeship in Contact Centre Operations

It will also be suitable for those preparing for employment in job roles where they will be expected to carry out activities with a significant contact centre focus.

2.3 Qualification aims

The **OCR Level 2 Certificate in Principles of Contact Centre Operations** qualification underpins the full breadth of essential knowledge and understanding which would be needed by a competent employee functioning in a contact centre role. It also provides accreditation for the interpersonal skills identified as critical for anyone working, or intending to work, within a contact centre environment whether their work involves direct or indirect contact with external or internal customers. The qualification meets the requirements for the technical element required in the Level 2 Apprenticeship framework in Contact Centre Operations and is a test of the essential knowledge underpinning units in the Level 2 NVQ Certificate in Contact Centre Operations.

The **OCR Level 3 Certificate in Principles of Contact Centre Operations** recognises candidates' understanding of customer service when dealing with more complex and non-routine contact centre issues. The qualification underpins the full breadth of essential knowledge and understanding that would be needed by a competent employee functioning in a contact centre role.

It also provides accreditation for the interpersonal skills identified as critical for anyone working, or intending to work, within a contact centre environment whether their work involves direct or indirect contact with external or internal customers. The qualification meets the requirements for the technical element required in the Level 3 Apprenticeship framework in Contact Centre Operations and is a test of the essential knowledge underpinning units in the Level 3 NVQ Diploma in Contact Centre Operations

2.4 Entry requirements

These qualifications are available to anyone who is capable of reaching the required standards. They have been developed free from any barriers that restrict access or progression, thereby promoting equal opportunities.

All centre staff involved in the assessment or delivery of these qualifications should understand the requirements of the qualification and match them to the needs and capabilities of individual candidates before entering them as candidates for one of these qualifications.

There are no formal requirements for entry to these qualifications.

2.5 Recognition of Prior Learning

Within the QCF, recognition of prior learning (RPL) is defined as 'A method of assessment that considers whether a learner can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.' (Regulatory arrangements for the Qualifications and Credit Framework Ofqual/08/3726). OCR encourages the use of RPL and centres should advise their learners that they can bring forward any relevant learning (gained either informally or formally) so that, it can be assessed against the assessment criteria specified in the unit, or units, the learner aims to complete. It is important that centres make it clear to their learners that the RPL process is concerned with how the learner has acquired the knowledge, understanding or skills, it does not mean the learner is exempt from the assessment.

The currency of knowledge and ability, is often important when recognising skills and competences. Where assessment is devolved to centres through assignments or portfolio-building, centre staff must judge the relevance of prior learning in all its aspects (including currency) to the qualification being assessed, before OCR will quality assure and authorise certification.

2.6 Unique Learner Number (ULN)

It is an Ofqual requirement that Awarding Bodies must capture the Unique Learner Number (ULN) for all candidates who have claimed certification for qualifications in the contact centre operations suite. Where a candidate has a ULN, you should enter their number in the ULN field of the entry form. For candidates who do not have a ULN, a claim will still be accepted if you leave this field blank but OCR will not be able to send these achievements to the Diploma Aggregation Service. Further information about this can be found in the *Admin guide: Vocational Qualifications (A850)* available to download from www.ocr.org.uk.

2.7 Progression opportunities

These qualifications will be recognised as the technical element within the context of the Council of Administration (CfA) Apprenticeship Frameworks. They will also provide a way into a recognised contact centre occupational qualification for those candidates not in full-time employment.

Candidates for the Level 2 Certificate can progress to the:

- Level 2 NVQ Certificate in Contact Centre Operations
- Level 3 Certificate in Principles of Contact Centre Operations.

Candidates for the Level 3 Certificate can progress to the:

- Level 3 NVQ Diploma in Contact Centre Operations.

Further progression opportunities include the Level 4 NVQ Diploma in Contact Centre Operations, relevant qualifications in management as well as other suitable further and higher education qualifications.

2.8 Supporting OCR candidates

Centres should ensure that candidates are informed of the title and level of the qualification they have been entered for and that Oxford Cambridge and RSA Examinations (OCR) is the awarding body for their chosen qualification.

Centre staff should provide guidance to candidates on the assessment process and help candidates prepare for assessment. Full details on how the units are assessed are in sections 3 and 6 of this centre handbook.

2.9 Wider issues

These qualifications provide potential for centres to develop candidates' understanding of spiritual, moral, ethical, social and cultural issues and heighten candidates' awareness of environmental issues, health and safety considerations and European developments.

Spiritual, moral, ethical, social and cultural issues

Centre staff delivering a course that supports these qualifications would have opportunities to address spiritual, moral, ethical, social and cultural issues. For example, in Unit 9 of the Level 2 qualification "Principles of sales activities and customer support in a contact centre", candidates will need to:

- understand issues such as individual responsibility, group/team responsibility, business' and social responsibilities
- explore the individual's responsibility towards the customer, courtesy and protocols when dealing with colleagues and customers
- understand confidentiality of information (employer and customers)

Environmental issues, health and safety considerations and European developments

Centre staff delivering a course that supports these qualifications may have opportunities to address environmental issues, health and safety considerations and European developments depending on the method of delivery/choice of teaching materials.

Health and safety issues and their application are an integral part of Unit 2 at both levels ("Principles of health and safety in a contact centre" / "Principles and processes of health and safety in a contact centre"). In these units candidates will need to understand the legislative

requirements as they apply to contact centre operations. In particular candidates would be expected to be able to understand the risks and hazards present in a contact centre context. Environmental issues are addressed in areas such as the use of hazardous substances.

2.10 Guided learning hours

Each of the units in these qualifications are allocated a number of guided learning hours (glh) which indicates the approximate number of hours for teacher supervised or directed study time and assessment. Information on unit glh for this qualification is given in section 6.

2.11 Funding

These qualifications are published at Levels 2 and 3 in the Qualifications and Credit Framework and are eligible for funding under Section 96 and/or Skills Funding Agency. For funding information you should refer to the following websites:

<http://www.education.gov.uk/section96/>

<http://skillsfundingagency.bis.gov.uk/>

2.12 Mode of delivery

OCR does not specify the mode of study or specify a time limit for the achievement of these qualifications other than the last entry dates laid down by the regulatory authorities detailed in the qualification profiles.

Centres are free to deliver these qualifications using any mode of delivery that meets the needs of their candidates. Whatever mode of delivery is used, centres must ensure that candidates have appropriate access to the resources identified below.

Centres should consider the candidates' complete learning experience when designing learning programmes. This is particularly important in relation to candidates studying part-time alongside real work commitments where candidates may bring with them a wealth of experience that should be utilised to maximum effect by centre staff.

2.13 Resources

OCR strongly advises that teaching and development of subject content and associated skills be referenced to real vocational situations, through the utilisation of appropriate work-based contact, vocationally experienced delivery personnel, and real life case studies.

Candidates should be encouraged to read around the subject and have an appropriate knowledge of the application of the appropriate legislation (e.g. Health and Safety).

In addition, each unit will contain guidance on the resources required. Staff conducting assessment must understand fully the requirements of these qualifications. Centres should ensure that appropriate physical resources are made available to candidates.

Centres will need to provide appropriate assessment facilities for candidates that comply with the regulations laid down by OCR in the *Admin guide: Vocational Qualifications (A850)* and the *JCQ Instructions for Conducting Examinations*, available on the OCR website www.ocr.org.uk.

Centres will need to meet the above requirements when they seek centre approval from OCR.

2.14 Delivery in Wales and Northern Ireland

The specification for these qualifications has only been approved by Ofqual for delivery in England/Wales/Northern Ireland during the life of the qualifications.

The specification for these qualifications has been approved by the Department for Children, Education, Lifelong Learning and Skills (DCELLS) for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

Candidates in Wales or Northern Ireland should not be disadvantaged by terms, legislation or aspects of government that are different from those in England. Where such situations might occur, including in the external assessment, the terms used have been selected as neutral so that candidates may apply whatever is appropriate to their own situation.

We will provide specifications, assessments and supporting documentation in English.

Further information concerning the provision of assessment materials in Welsh and Irish may be obtained from the OCR Customer Contact Centre: 024 76 851509.

2.15 Access arrangements and special consideration

Adjustments to standard assessment arrangements are made on the basis of the individual needs of candidates.

It is important, therefore, that centres identify as early as possible whether candidates have disabilities or particular difficulties that will put them at a disadvantage in the assessment situation and select an appropriate qualification or adjustment that will allow them to demonstrate attainment.

The responsibility for providing adjustments to assessment is one which is shared between OCR and the centre. Centre staff should consult the 'Joint Council of Qualifications' (JCQ) booklet *Access Arrangements, Reasonable Adjustments and Special Consideration* www.jcq.org.uk.

This document should also be referred to for those candidates who may require a post examination adjustment, special consideration (to reflect temporary illness, indisposition or injury), at the time of the examination/assessment.

For further guidance on access arrangements and special consideration please refer to OCR's *Admin guide: Vocational Qualifications (A850)* on the OCR website www.ocr.org.uk.

2.16 Results enquiries and appeals

Please refer to the *Admin guide: Vocational Qualifications (A850)* which can be downloaded from the OCR website www.ocr.org.uk.

2.17 Centre malpractice guidance

It is the responsibility of the Head of Centre* to report (in writing) all cases of suspected malpractice involving centre staff or candidates, to the OCR Standards Division.

When asked to do so by OCR, Heads of Centres are required to investigate instances of malpractice promptly, and report the outcomes to the OCR Standards Division.

Further information is contained in the JCQ publication: *Suspected Malpractice in Examinations and Assessments* which is available from www.jcq.org.uk together with OCR's *Malpractice Procedures – A Guide for Centres*.

* The Head of Centre is defined as the most senior officer in the organisation, directly responsible for the delivery of OCR qualifications, eg the Principal of a College, the Head Teacher of a school, the Managing Director of a Private Training Provider or the Group Training Manager of a major company.

3 Assessment

3.1 Assessment: How it works

In order for candidates to be able to effectively progress towards meeting the requirements of each assessment criterion, teachers/tutors must make sure that the supporting knowledge, understanding and skills requirements for each learning outcome and assessment criteria are fully addressed. The identified knowledge, understanding and skills in the unit are not exhaustive and may be expanded upon or tailored to particular contexts to which the unit is being taught and the assessment criteria applied.

We recommend that teaching and development of subject content and associated skills be referenced to real life situations, through the utilisation of appropriate work-based contact, vocationally experienced delivery personnel, and real life case situations.

When assessors are satisfied that the candidate has met all of the requirements for a unit, they must confirm this by signing an evidence record sheet for that unit to show that the assessment process is complete.

Each unit within these specifications is designed around the principle that candidates will produce a portfolio of evidence.

3.2 Authentication

Teachers/Tutors/Assessors must be confident that the work they mark is the candidate's own. This does not mean that a candidate must be supervised throughout the completion of all work but the teacher/tutor/assessor must exercise sufficient supervision, or introduce sufficient checks, to be in a position to judge the authenticity of the candidate's work.

Wherever possible, the teacher/tutor/assessor should discuss work-in-progress with candidates. This will not only ensure that work is underway in a planned and timely manner but will also provide opportunities for teachers/tutors/assessors to check authenticity of the work and provide general feedback.

Candidates must not plagiarise. Plagiarism is the submission of another's work as one's own and/or failure to acknowledge the source correctly. Plagiarism is considered to be malpractice and could lead to the candidate being disqualified. Plagiarism sometimes occurs innocently when candidates are unaware of the need to reference or acknowledge their sources. It is therefore important that centres ensure that candidates understand that work they submit must be their own and that they understand the meaning of plagiarism and what penalties may be applied. Candidates may refer to research, quotations or evidence but they must list their sources.

Where permitted by the specification, the work of individual candidates may be informed by working with others, for example, in undertaking research, but candidates must provide an individual response as part of any task outcome.

Whilst there are no restrictions on the number of times that a candidate can resubmit evidence, it is the responsibility of the teacher/tutor/assessor to ensure that the details of any feedback and guidance are clearly recorded. Any advice to individual candidates over and above that given to the class as a whole should be recorded.

3.3 Initial assessment of candidates

It is important for centres to carry out an initial assessment that identifies the knowledge and understanding candidates already have and any potential gaps that need to be addressed. This will also:

- allow centre assessors to plan the assessment
- help candidates to identify units which they might find most appropriate
- enable candidates to understand the best place to start collecting evidence.

3.4 Assessment planning

Centre Assessors must take responsibility for assessment planning with candidates. This will involve agreeing a number of issues with candidates including:

- agreeing the best source of evidence to use for particular units
- determining the best way of assessing the candidate
- confirming the best times, dates and places for the assessments to take place
- agreeing a flexible timetable for unit completion and assessment.

Centre Assessors must make a note of their assessment planning and regularly give feedback to candidates.

3.5 Making assessment decisions

It is not necessary for candidates to meet all the criteria every time they carry out an activity but **it is necessary that all candidates produce evidence to demonstrate they have met all assessment criteria.**

In line with the Learning and Development standards, centre assessors should:

- plan with the candidates
- assess candidate knowledge and understanding
- look at the evidence
- question and give feedback to the candidate working towards the qualifications being assessed.

All criteria in the unit must be completed before the centre assessor can sign the unit off as complete.

Full details of the administration arrangements associated with these qualifications are included in the *Admin guide: Vocational Qualifications (A850)* which can be downloaded from the OCR website <http://www.ocr.org.uk/administration/documents/vocational.html>.

3.6 Methods of assessment

It is the centre assessor's responsibility to agree the best method of assessing a candidate in relation to their individual circumstances. The methods agreed must be:

- valid
- reliable
- safe and manageable
- suitable to the needs of the candidate.

Valid

A valid assessment method is one that is capable of measuring the knowledge or skills in question. For example, a written test cannot measure a candidate's their ability to work well with others.

Validity can also be compromised if a candidate does not understand what is required of them. For example, one valid method of assessing a candidate's knowledge and understanding is to question them. If the questions posed are not relevant to the qualification or difficult for the candidate to understand, not in terms of the content but the way they are phrased, the validity of the assessment method is questionable.

As well as assessment methods being valid, the evidence presented must also be valid.

Reliable

A reliable method of assessment will produce consistent results for different centre assessors on each assessment occasion. Internal quality assurance personnel must make sure that all centre assessors' decisions are consistent.

Safe and manageable

Centre assessors and internal quality assurance personnel must make sure that the assessment methods are safe and manageable and do not put unnecessary demands on the candidate and/or the organisation they work for.

Suitable to the needs of the candidate

OCR has tried to make sure that achievement of these qualifications are free from constraints outside the requirements of the unit.

For candidates who have access requirements please see [Access arrangements and special consideration](#) of this handbook.

If centre staff think that any aspect of these qualifications unfairly restricts access and progression, they should talk to their OCR external verifier about this.

OCR in partnership with the Council for Administration and other awarding bodies have identified the main assessment methods which are suitable for these qualifications:

- [examining the evidence](#) by a centre assessor
- [questioning](#) the candidate or witness by a centre assessor
- [professional discussion](#).

In some situations, the centre assessor can arrange a formal discussion with the candidate to provide evidence of the candidate's performance and knowledge (see [Professional discussion](#)).

3.7 Examining the evidence

Approved and qualified centre assessors (see [Assessor and internal verifier requirements](#)) must examine the evidence for the assessment of these qualifications.

Evidence can:

- reflect how the candidate carried out the process/activity
- be the product of a candidate's work
- be a product relating to the candidate's competence.

For example:

The product of a candidate's work could be, for example, email messages to or from colleagues with supporting explanations. It is the centre assessor's responsibility to make sure that the evidence a candidate submits for assessment is authentic and meets the requirements of the qualification.

After the centre assessor has examined the evidence, they must record an assessment decision and the justification for the decision. They should also give feedback to the candidate.

3.8 Questioning

Approved and qualified centre assessors (see [Assessor and Internal Verifier requirements](#)) may question a candidate or witness for the assessment of these qualifications.

Questioning the candidate is normally an ongoing part of the assessment process, and is necessary to:

- test a candidate's knowledge of facts and procedures
- check if a candidate understands principles and theories.

Centre assessors should ask open questions; that is questions where the candidate has to give an answer (other than 'yes' or 'no'). Centre assessors should also be careful to avoid complicated questions which may confuse the candidate.

It is important that centre assessors record assessment decisions after they have questioned the candidate. They must record enough information to justify the decisions they make. This does not mean that centre assessors must record, word for word, the questions put to the candidate and the answers the candidate gives. However, they must record enough information about what they asked and how the candidate replied, to allow the assessment to be verified.

3.9 Professional discussion

Professional discussion is a structured, planned and in-depth discussion recorded by the centre assessor. It allows the candidate to present evidence of competence and to demonstrate skills, knowledge and understanding through discussing the evidence and showing how it meets the

requirements of the qualification. The centre assessor should guide the discussion by using open questioning, active listening and knowledge of the standards.

3.10 Performance evidence

Performance evidence provides proof of what a candidate can do. Sometimes, performance evidence can also provide inferred evidence of what a candidate knows. Performance evidence can take the form of the following:

- products or outcomes of the candidate's work (for example, things that the candidate produced or worked on). The evidence presented for assessment may be the actual product or a record of the product
- proof of the way the candidate carried out their work (that is, the process they went through). An internal centre assessor's observation of a candidate provides performance evidence and would be suitable for these qualifications.

3.11 Where evidence comes from

Evidence may come from a number of different sources, for example:

- performance and knowledge evidence may come from a candidate carrying out workplace activities
- knowledge evidence may come from answering the centre assessor's questions.

3.12 Medium that can be used

Evidence can take many forms, for example, photographs, DVDs, audio tapes, CD-ROMs and paper-based or digitally formatted documents.

3.13 Amount of evidence needed

It is difficult to give detailed guidance regarding the amount of evidence needed, as it depends on the type of evidence collected and the judgement of centre assessors.

The quality and breadth of evidence provided should enable the centre assessor to confirm the candidate has the required knowledge and understanding.

3.14 Cumulative assessment record (CAR)

Templates for the recording documents to be used in a **cumulative assessment record (CAR)** may be provided by OCR or they may be designed by the centre and approved during the approval visit or by the OCR external verifier. The forms can be in any format but as a minimum

they must contain the information identified in OCR's publication *Admin guide: Vocational Qualifications (A850)*.

Candidates must record, on the relevant documents, all the evidence presented for assessment. These records will also be used by the centre assessor and internal quality assurance personnel to record assessment decisions. They can also be used to record progress towards the achievement of units.

Filling in these documents, is an ongoing process involving discussion and agreement between the candidate and their centre assessor. The candidate should fill in and keep the CAR while working towards their qualification. A centre assessor may help the candidate complete the CAR if necessary. It may be viewed by the centre's internal quality assurance personnel and OCR external verifier for sampling purposes as part of the quality assurance process.

Examples of other forms and recording documents are provided to assist centres and candidates as they work towards these qualifications, please see the OCR website www.ocr.org.uk.

3.15 Verification – how it works

3.15.1 Internal quality assurance

It is the centre's responsibility to appoint internal quality assurance personnel to manage the internal quality assurance process. The purpose of internal quality assurance is to make sure and show that assessment is valid and consistent, through monitoring and sampling assessment decisions.

3.15.2 External verification

OCR will allocate an external verifier who will visit the centre to verify assessments and internal quality assurance.

External verifiers will want to interview candidates, centre assessors and internal quality assurance personnel during their visits. Assessment records and evidence for all candidates must also be available for external verifiers to see if they ask to. It is the centre assessor's (and not the quality assurance personnel or external verifiers') responsibility to 'sign off' each unit.

Centres should have the following available for each external verification visit:

- a list of candidates registered for these qualifications, together with their achievements to date plus certification records
- access to evidence (for example, up-to-date portfolios) and CARs
- access to OCR on-line claim system (Interchange)
- relevant centre assessors and selected candidates as requested by the external verifier (EV), including those whose certificates have been claimed through Direct Claims Status (DCS)
- all portfolios relating to certificates claimed through DCS should be accessible
- a copy of the external verifier's last visit report
- a sample signature list for all centre assessors and internal quality assurance personnel
- details of training, curriculum vitae and certificates for new members of the assessment team
- all **centre records** (see **Centre records – assessment and verification** for more details)

- evidence of achieving action points and/or recommendations since the last external verifier visit
- notes of any action carried out following particular points mentioned by an external verifier in any correspondence since their last visit
- recommendations to the external verifier
- if recorded evidence is used, ensure all recordings and appropriate playback equipment is available.

3.15.3 Centre records – assessment and verification

Centres must make sure that assessment and quality assurance records are available for external verification purposes. These must record the following minimum information:

- candidate's name and location
- the title and level of the qualification they are taking
- candidate's start date on the programme and confirmation of registration with OCR
- name of the centre assessor
- name of the internal quality assurance personnel
- date and outcome of the initial assessment of the candidate
- dates and details of candidate reviews and feedback sessions
- assessment method(s) used
- dates of all assessments and their outcomes (that is, the decision whether the candidate has met the requirements or not) cross-referenced to the unit
- enough detail of the assessments to justify the decision made
- an indication of frequency of, and reason for, the use of simulation, if used
- dates and outcomes of internal quality assurance
- action resulting from internal quality assurance
- certification.

Records should show formative assessment decisions (ongoing decision making), summative assessment decisions and feedback to the candidate.

4 Assessor and Internal Verifier Requirements

4.1 Assessment Centre Requirements

The Assessment Centre must:

- Ensure that there are a sufficient number of people either trained or qualified to assess the number of candidates they anticipate to register
- Ensure that there are a sufficient number of people either trained or qualified to internally verify for the number of candidates and assessors
- Put verification systems and internal verifiers in place to ensure that all assessments are valid, reliable, authentic and sufficient and provide quality assured training for those people identified as being responsible for verification
- Ensure that there is a system of standardisation in place to ensure that all assessments are consistent and fair
- Ensure that those undertaking the roles of verification and assessment maintain their skills, knowledge and understanding regarding assessment and verification and the associated qualification.

The occupational expertise of those undertaking the roles of assessment and internal verification is one of the key factors underpinning valid, fair and reliable assessment. The integrity of assessments and verifications is of paramount importance. Centres must ensure that there is sufficient time to conduct effective assessment and internal verification.

4.2 Assessors

Assessment is an activity that can be performed by a dedicated individual or as part of an individual's wider role e.g. Supervisor, manager, tutor.

The Assessment centre must ensure that those making assessment decisions have the necessary expertise to do so, which may include Assessors having, or be working towards, appropriate qualifications, these would include D32/33, A1/ QCF Award in Assessing Competence in the Work Environment.

Where Centres use trained assessors they must provide evidence of the training undertaken to OCR

All assessors must:

- have the role of assessor identified within their role profile, where assessment forms part of an individual's role
- be occupationally competent in the unit they are assessing. This means that each assessor must, according to current sector practice, be competent in the functions covered by the units they are assessing. Assessors must be able to demonstrate consistent

application of the skills and the current supporting knowledge and understanding in the context of a recent role directly related to the units they are assessing as a practitioner, trainer or manager

- be familiar with the units that relate to the qualification and must be able to interpret and make judgements on current working practices and technologies within the area of work.

4.3 Internal verifiers

Internal Verification is an activity that can be performed by a dedicated individual or as part of an individual's wider role. All Internal verifiers must:

- be either qualified as a verifier (V1, D34 or QCF Award in the Internal Quality Assurance of Assessment Processes and Practice. Where Centres use trained verifiers, they must provide evidence of the training undertaken to OCR
- be occupationally knowledgeable across the range of units for which they are responsible prior to commencing the role. IVs must also sample the assessment process and resolve differences and conflicts on assessment decisions
- ensure that assessment has been carried out by persons who are occupationally competent within the area they are assessing
- maintain their occupational knowledge by actively engaging in continuous professional development activities in order to keep up-to-date with developments within the sector.

5 Certification

Candidates who achieve the full qualification will receive:

- a certificate listing the unit(s) achieved with their related credit value, and
- a certificate giving the full qualification title, i.e.

OCR Level 2 Certificate in Principles of Contact Centre Operations

or

OCR Level 3 Certificate in Principles of Contact Centre Operations

Candidates achieving one or more units but who do not meet the credit requirements for a full qualification will receive a certificate listing the units they have achieved along with their credit value.

5.1 Claiming certificates

Certificates will be issued directly to the centre for successful candidates. In order to ensure that these are automatically issued centres must ensure that the OCR candidate number is **always** used where a candidate has already achieved one or more units. See the *Admin guide: Vocational Qualifications (A850)* for full details.

5.2 Replacement certificates

If a replacement certificate is required a request must be made to the OCR Operations Division on 024 76 470033, or in writing to the Coventry office, and an application form with further instructions will be sent. A charge will be made for a replacement certificate.

6 Qualification structure and units

6.1 Qualification structures

Candidates do not have to achieve units in any particular order and teachers/tutors should tailor learning programmes to meet individual candidate needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of these qualifications and identify opportunities to link the units/different subjects and levels.

If a candidate is not able to complete the full qualification, their achievements will be recognised through the issue of a unit certificate listing the units achieved.

OCR Level 2 Certificate in Principles of Contact Centre Operations

(Qualification Number 600/2358/2)

For this qualification candidates must achieve at least 13 credits made up as follows:

- 10 credits must be at Level 2
- three mandatory units from Group A (7 credits)
- a minimum of 6 credits from optional Group B
- candidates may take either unit 4 or 5 (but not both), unit 6 or 8 (but not both) and/or unit 7 or 9 (but not both)

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CCTC1	Principles of personal effectiveness in a contact centre	T/503/0356	2	2	14
2	CCTC4	Principles of health and safety in a contact centre	A/503/0360	1	2	8
3	TC 2-1	Principles of personal responsibilities and working in a business environment	L/601/7638	4	2	32

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
4	CCTC5	Principles of using systems and technology in a contact centre	Y/503/0365	3	2	21
5	CCTC6	Principles and processes of systems and technology in a contact centre	T/503/0373	4	3	26
6	CCTC7	Principles of communication and customer service in a contact centre	L/503/0377	2	2	12
7	CCTC8	Principles of selling in a contact centre	M/503/0386	2	2	14
8	CCTC9	Principles of customer service in a contact centre	F/503/0389	4	3	26
9	CCTC10	Principles of sales activities and customer support in a contact centre	J/503/0393	4	3	24
10	CCTC13	Principles of handling incidents through a contact centre	M/503/0405	3	2	18
11	CCTC15	Principles of legal, regulatory and ethical requirements of a contact centre	F/503/0411	2	2	15

OCR Level 3 Certificate in Principles of Contact Centre Operations

(Qualification Number 600/2459/8)

For this qualification candidates must achieve at least 16 credits made up as follows:

- 10 credits must be at Level 3
- three mandatory units from Group A (9 credits)
- a minimum of 7 credits from optional Group B
- candidates may take either unit 4 or 5 (but not both), unit 6 or 8 (but not both) unit 7 or 9 (but not both) and/or unit 12 or 13 (but not both)

The following tables contain the groups of mandatory and optional units.

Mandatory Group A

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
1	CCTC2	Principles of personal and organisational effectiveness in a contact centre	F/503/0358	2	3	14
2	CCTC3	Principles and processes of health and safety in a contact centre	L/503/0363	3	3	8
3	TC 3-1	Principles of personal responsibilities and how to develop and evaluate own performance at work	D/601/7644	4	3	32

Optional Group B

OCR Unit No	Sector Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
4	CCTC5	Principles of using systems and technology in a contact centre	Y/503/0365	3	2	21
5	CCTC6	Principles and processes of systems and technology in a contact centre	T/503/0373	4	3	26
6	CCTC7	Principles of communication and customer service in a contact centre	L/503/0377	2	2	12
7	CCTC8	Principles of selling in a contact centre	M/503/0386	2	2	14
8	CCTC9	Principles of customer service in a contact centre	F/503/0389	4	3	26
9	CCTC10	Principles of sales activities and customer support in a contact centre	J/503/0393	4	3	24
10	CCTC11	Principles of performance management in a contact centre	Y/503/0396	3	3	18
11	CCTC12	Principles of resource planning in a contact centre	K/503/0399	5	3	35
12	CCTC13	Principles of handling incidents through a contact centre	M/503/0405	3	2	18
13	CCTC14	Principles of incident management through a contact centre	J/503/0409	4	3	28
14	CCTC15	Principles of legal, regulatory and ethical requirements of a contact centre	F/503/0411	2	2	15

6.2 Unit format

The format of OCR's units is detailed below.

Unit title

This is a summary of the content of the unit.

OCR Unit number

This is the unit number allocated by OCR.

Sector unit number

This is the unit number allocated by the SSC/SSB.

Unit reference number

This is reference number allocated to the unit in the Register of Regulated Qualifications.

Level

This is the QCF level of the unit.

Credit value

This advises how many credits the candidate will achieve for successful achievement of the unit.

Guided learning hours (glh)

This specifies the amount of time that the average candidate would be expected to take to complete all requirements of the unit.

Unit purpose and aim

This section specifies the overall purpose and aim of the unit.

Learning outcomes

These set out what the candidate is expected to know, understand or be able to do as a result of the learning process.

Assessment criteria

These detail the requirements that the candidate will be assessed against in order to evidence the learning outcomes.

Knowledge, understanding and skills

This details the underpinning knowledge, understanding and skills which candidates will need in order to be able to undertake the assessment for the unit and to meet the requirements of the assessment criteria.

Assessment

This section details how the assessment criteria will be assessed.

Evidence requirements

These provide specific detail to amplify the knowledge or understanding required to meet the assessment criteria.

Guidance on assessment and evidence requirements

This provides guidance on how the assessment could be carried out and how the evidence requirements could be met.

National Occupational Standards (NOS) mapping/signposting

This section provides mapping/signposting to the relevant National Occupational Standards.

Functional skills signposting

This section provides signposting to functional skills.

Resources

This section contains details of any specific resources that must be available to the candidate or suggested resource material that will support learning.

Exemptions

This section contains details of any exemptions for the unit that are based on certificated achievement outside the QCF; deemed to be of equivalent value to a QCF unit.

Equivalencies

This section contains details any opportunities to count credits from unit(s) achieved from other qualifications within the QCF.

Additional information

Units can be downloaded from the OCR website www.ocr.org.uk.

7 Administration arrangements

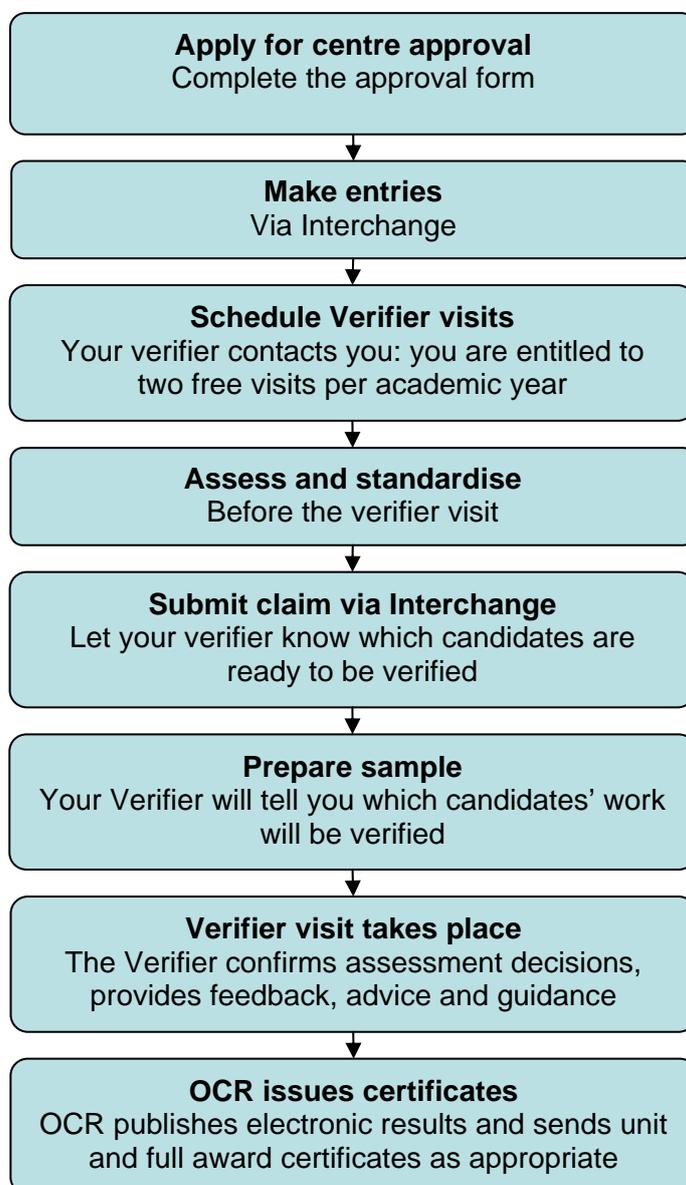
This section provides an overview of the administration arrangements operating for these qualifications. Please refer to the *Admin guide: Vocational Qualifications (A850)* for further information.

7.1 Overview of full process

For detailed information on these qualifications, centres must refer to OCR's Admin guide: Vocational Qualifications (A850).

The following flow chart provides a brief summary of how these qualifications are delivered.

Administration flowchart for verification



8 Supporting Documentation

8.1 OCR Candidate Evidence Checklists

OCR evidence sheets have been produced to support candidates in producing appropriate evidence for these qualifications. Centres may choose to:

- tailor these for candidates
- use these as a benchmark for devising their own evidence sheets to aid candidates.

Candidate evidence checklists can be found in the section containing the units on the OCR website.

9 Mapping and Signposting

9.1 National Occupational Standards (NOS) Mapping

These qualifications provide a key progression route between education and employment or further study/training leading to employment. It is directly relevant to the needs of employers and relates to the Contact Centre National Occupational Standards (NOS), published by the Council for Administration (CfA).

9.2 Functional skills signposting

Training provided for Contact Centre Operations qualifications may help to prepare candidates for the functional skills assessment (e.g. report writing may be good preparation for English). It is likely however that further training would be needed to fully prepare candidates for functional skills assessment.

10 Further Support and Information

This Centre Handbook and the *Admin guide: Vocational Qualifications (A850)* contain the information needed to deliver and administer these qualifications. If there are any queries about these please see below for contact details. Support is also available on the OCR webpages at www.ocr.org.uk.

10.1 Interchange

OCR Interchange has been developed to help you to carry out day to day administration functions online, quickly and easily. The site allows you to register and enter candidates online. In addition, you can gain immediate, free access to candidate information at your convenience. Sign up at <https://interchange.ocr.org.uk>.

10.2 Enquiries

For enquiries relating to any of OCR's vocational qualifications, please contact the OCR Customer Contact Centre on:

Telephone: 024 76 851509
Fax: 024 76 851633
Email: vocational.qualifications@ocr.org.uk

Alternatively, you could visit OCR's website at www.ocr.org.uk for further information on OCR qualifications.

10.3 Customer feedback

We welcome feedback from customers on all aspects of our provision. Comments relating to this documentation should be sent to:

The OCR Qualification Manager
Principles in Contact Centre Operations
Customers, Curriculum and Qualifications
OCR
Coventry Office
Westwood Way
Coventry
CV4 8JQ

10.4 Results enquiries and appeals

Please refer to the *Admin guide: Vocational Qualifications (A850)* which can be downloaded from the OCR website www.ocr.org.uk.

10.5 OCR training events

View up-to-date event details and make online bookings at www.ocreventbooker.org.uk or view our new training e-books at www.ocr.org.uk/training.

If you are unable to find what you are looking for, contact us by e-mail training@ocr.org.uk or telephone 02476 496398.

10.6 OCR publications

The OCR Publications Service offers support to OCR customers, centres, parents and candidates. It offers a wide range of up-to-date materials for sale which relate to our key qualifications. These materials include specifications, past papers, mark schemes and a range of support materials.

The OCR Publications Catalogue holds the full list of materials currently available to order. To obtain a copy of this and to order publications, please go to <http://publications.ocr.org.uk> or call our dedicated order line on 0870 770 6622.

Orders can also be emailed to publications@ocr.org.uk or posted to the address on the order form printed in the OCR Publications Catalogue.

10.7 Documents related to these qualifications

<i>Admin guide: Vocational Qualifications (A850)</i>	<a href="http://www.ocr.org.uk/administratio
n/documents/vocational.html">http://www.ocr.org.uk/administratio n/documents/vocational.html
<i>Making entries for Vocational qualifications via Interchange</i>	<a href="http://www.ocr.org.uk/interchange/
docs/index.html">http://www.ocr.org.uk/interchange/ docs/index.html
<i>Making online claims for QCF and Functional Skills qualifications</i>	<a href="http://www.ocr.org.uk/interchange/
docs/index.html">http://www.ocr.org.uk/interchange/ docs/index.html
JCQ publications: <ul style="list-style-type: none"> – <i>Access Arrangements, Reasonable Adjustments and Special Consideration</i> – <i>Suspected Malpractice in Examinations and Assessments</i> 	<a href="http://www.jcq.org.uk/exams_office
/index.cfm">http://www.jcq.org.uk/exams_office /index.cfm