

Unit Title:	Deliver customer service using service partnerships
Unit number	B9
Level:	3
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

Excellent customer service relies on teamwork. In many situations, successful delivery of service to end user customers relies on a complete service chain of internal or external customers and internal or external suppliers. For this to work, a series of service partnerships must be formed which will enable the chain to work efficiently and effectively. This unit is all about how to work effectively within a service chain and how to develop the links that cement key relationships. Effective communication and understanding of the roles of different organisations, departments and individuals are central to this area of the learner's work.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Work effectively within a customer service chain</p>	<p>The Learner can:</p> <p>1.1 Explain who is involved in the service chain that supplies their end user customers</p> <p>1.2 Identify which of those involved in their service chain is internal and which is external to their organisation</p> <p>1.3 Explain how the way they work with individual service partners contributes to an overall service chain</p> <p>1.4 Use the principles and practices applied to external customers to deliver excellent customer service to internal customers</p> <p>1.5 Work with internal customers and internal or external suppliers in the service chain to improve service to external customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • The customer service chain for their organisation including: <ul style="list-style-type: none"> - Those involved internal and external to the organisation - How they work with individual partners - The principles and practices used for internal and external customers - How to work with internal customers and internal/external suppliers to improve service delivery - How to communicate effectively with all parties

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.6 Communicate effectively with internal customers to ensure that those customers are aware of any aspects of their work that might affect them	
2 Build and nurture positive relationships in a customer service chain	2.1 Create a positive relationship between internal or external suppliers and customers by establishing rapport and showing understanding of everyone's roles in the service chain 2.2 Identify where power and authority exist within the service chain 2.3 Negotiate with internal customers and internal or external suppliers to establish service procedures that are acceptable to all and contribute to excellent customer service 2.4 Develop positive relationships with an internal customer or supplier that are reflected in a formal or informal service level agreement that makes a positive contribution to the relationship 2.5 Work with colleagues to develop and maintain awareness that a team within a service chain cannot work in isolation 2.6 Agree with service partners how their work will be prioritised if there is a conflict of interest between the demands of internal and external customers	Candidates must be able to: <ul style="list-style-type: none"> • Create positive relationships with internal and external suppliers and internal customers including: <ul style="list-style-type: none"> - Negotiating service procedures - Agreeing formal or informal service level agreements - Agreeing the prioritisation of work to avoid conflicts - The power and authority within the service chain
3 Understand how to deliver customer service using service partnerships	3.1 Describe the responsibilities and rights that can be built into an internal customer/supplier relationship	Candidates must have an understanding of: <ul style="list-style-type: none"> • What rights/responsibilities can be built into internal customer/supplier relationships

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	3.2 Compare the benefits and drawbacks of describing a relationship in a service chain as a supplier/customer relationship or a service partnership 3.3 Explain how to establish priorities if internal customer demands conflict with external customer demands 3.4 Describe how to maintain team identity whilst working constructively with other teams to deliver excellent customer service 3.5 Explain how to negotiate successfully with internal customers or suppliers 3.6 Evaluate the formal and informal structures of the organisation and how they can influence relationships	<ul style="list-style-type: none"> • The benefits and drawbacks of relationships within the service chain including: <ul style="list-style-type: none"> - Supplier/customer relationship - Service partnership • How to agree priorities to avoid conflict • How to maintain team identity • How to negotiate with others • The formal/informal structures of the organisation and their influences on relationships

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. 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 produce 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 service level agreement between service partners in your evidence may be formal or informal.
5. You must provide examples of working in a service partnership on occasions when:
 - a the service partners are cooperative
 - b the service partners are un-cooperative.
6. You must include evidence to show that you have worked in a service partnership with:
 - a regular or long term suppliers
 - b new suppliers.

7. Your evidence must show that you have negotiated agreements with service partners that are of benefit to:
- a your organisation
 - b your service partner

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