

Unit Title: Promoting customer care in active leisure
 OCR unit number: 2
 Sector unit number: K/503/0774
 Level: 3
 Credit value: 3
 Guided learning hours: 18
 Unit reference number:

Unit purpose and aim

This unit assesses the knowledge and understanding that a learner needs in relation to promoting and delivering good customer care in an active leisure environment.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Understand customer care in active leisure</p>	<p>The Learner can:</p> <p>1.1 Explain the contribution that customer care makes to business success in active leisure</p> <p>1.2 Summarise the types of customers that active leisure organisations have and their expectations for customer care</p> <p>1.3 Explain how active leisure organisations establish and maintain customer care standards</p> <p>1.4 Explain the importance of good team work in delivering customer care in an active leisure environment</p> <p>1.5 Explain how to promote customer service to other active leisure staff</p> <p>1.6 Explain the importance of active leisure staff building strong relationships with customers</p>

Learning Outcomes	Assessment Criteria
2 Understand how to respond to customer problems in active leisure	2.1 Summarise the range of problems that customers may experience in an active leisure environment and the appropriate responses to these problems 2.2 Explain the importance of responsiveness, empathy and good communications when dealing with customer problems 2.3 Explain why active leisure organisations have complaints procedures 2.4 Describe different approaches to complaints handling in active leisure organisations
3 Understand the role of monitoring and evaluation in relation to customer care	3.1 Explain the purpose and value of monitoring customer satisfaction 3.2 Describe different indicators and methods of monitoring customer satisfaction 3.3 Explain how organisations can evaluate and make use of data on customer satisfaction
4 Be able to show how an active leisure organisation can deliver and improve customer care	4.1 Research an active leisure organisation's customer expectations in relation to customer care 4.2 Draft customer care standards for an aspect of an active leisure organisation's operations 4.3 Draft customer care procedures for an aspect of an active leisure organisation's operations 4.4 Design a complaints procedure for an active leisure organisation 4.5 Research and evaluate customer satisfaction in relation to an aspect of an active leisure organisation's operations 4.6 Propose ways in which customer satisfaction with an aspect of an active leisure organisation's operations could be improved

Assessment

All learning outcomes in this unit must be assessed using methods appropriate to the assessment of the knowledge and understanding.

Candidates must provide all of the evidence identified below. All evidence must be produced independently.

Learning outcomes 1 - 3 can be assessed by one or a mixture of:

- Written questions and answers
- Projects
- Assignments.

Learning outcome 4 should be assessed by practical assessment involving:

Practical assignments or projects, for example, a work-based assignment based on improving an active leisure organisation's customer care policies and procedures.

Evidence requirements

There must be valid, authentic and sufficient evidence for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

Guidance on assessment and evidence requirements

This section provides guidance for tutors on the types of assessment activities that can be used and evidence to be produced that will ensure coverage of the learning outcomes and related assessment criteria.

Evidence can be generated in a variety of ways – through completion of OCR-devised workbooks, through centre-devised assignments, projects or tasks or through naturally occurring work-based activities. Any centre-devised assignments, projects or tasks must be cross-referenced to the appropriate learning outcomes and assessment criteria to ensure that full coverage can be achieved.

Portfolios of evidence must be produced independently and centres must confirm to OCR that the evidence is the original work of the candidate. Recording documents are provided on the website for this purpose.

National Occupational Standards (NOS) mapping/signposting

NOS can viewed at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Leisure Management NOS 2010 (SkillsActive)	C33	Work with others to improve customer service.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening		Representing		Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

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 .