

Unit Title:	Improve the customer's experience in active leisure
OCR unit number	11
Sector unit number	LM3 - 21
Level:	3
Credit value:	3
Guided learning hours:	15
Unit reference number:	R/503/0865

Unit purpose and aim

This unit assesses the competence required to improve the customer experience in an active leisure environment.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Be able to co-ordinate customer service improvements in an active leisure environment</p>	<p>The Learner can:</p> <p>1.1 Evaluate the customer experience in an active leisure environment</p> <p>1.2 Enable team members to contribute their own ideas about how to improve the customer experience</p> <p>1.3 Identify how the team can improve the customer experience</p> <p>1.4 Co-ordinate team activities to improve the customer experience</p> <p>1.5 Monitor customer service improvements, providing support to customers and team members when necessary</p> <p>1.6 Evaluate the impact of customer service improvements on the business</p>
<p>2 Be able to improve own customer service performance in active leisure</p>	<p>2.1 Evaluate with others how own behaviour, with colleagues and with customers, impacts on customer service performance</p> <p>2.2 Adjust own behaviour with colleagues and with customers to improve customer service performance</p>
<p>3 Be able to monitor team performance when improving customer service</p>	<p>3.1 Evaluate with others how teamwork affects customer service performance</p> <p>3.2 Work with others to collect information on team customer service performance</p> <p>3.3 Identify with others how customer service teamwork could be improved</p> <p>3.4 Take action with others to improve customer</p>

Learning Outcomes	Assessment Criteria
	service performance

Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

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

Evidence requirements

For learning outcomes 1 – 3, the evidence must be gathered by the assessor observing the learner's performance in the workplace on more than one occasion. There should be sufficient observations to ensure that the learner has met all the requirements. This evidence may be gathered through a combination of at least two of the following:

- observation (for example, team briefings or observing the learner monitoring the customer service work of others)
- testimony of others (for example, line manager)
- products of work (for example, customer feedback evaluations, reports on how to improve customer service, notes of team meetings, relevant emails to team members)
- reflective account.

Simulations are not allowed.

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.