Unit Title:	**Customer care in ICT**	
OCR unit number	195	
Level:	1	
Credit value:	6	
Guided learning hours:	50	
Unit reference number:	T/500/7157	

Candidates undertaking this unit must complete real work activities in a work environment. Simulation is only allowed in exceptional circumstances (please refer to the centre handbook for further details).

Unit purpose and aim

This is the identification of, and response to, customer needs to ensure customer satisfaction. This level 1 unit will typically involve direct customer contact.

Typically this will involve:

- the maintenance of a successful balance between customer needs and the needs of the organisation

- the monitoring of customer satisfaction through the use of formal and informal assessment techniques (eg surveys, feedback etc.)

- the handling and resolution of customer issues and complaints in a constructive manner that ensures customer satisfaction

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills

The Learner will:
1. Know how to provide customer care in a familiar context
	The Learner can:
	1.1 Describe simple uses of interpersonal communication techniques such as
	  • verbal (eg intonation, tone and feedback (sometimes referred to as verbal attends) and non-verbal techniques (eg smiling while talking on the phone, body language).
	  • attentive listening (ie difference between hearing and listening).
	  • positive and negative language.
	
	1.2 Identify the specified parts of the organisational
		Candidates must have an understanding of:
		• the effects of verbal and non-verbal communication techniques on the customers' perception of the organisation, including positive and negative language
		• the difference between hearing and listening when dealing with customers
		• organisational procedures relating to customer care for:
		  - logging customer information
		  - initiating calls
		  - completing sales
		  - security questioning of

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	requirements for customer care including; • customer service procedures (eg how to log customer information, how to initiate service calls, how to complete a sale); • authorisation procedures (eg how to confirm caller identity, how to validate requests); • escalation, resolution and complaint handling; • quality assurance procedures; • compliance with relevant legislation and regulations (eg data protection, financial services); • maintenance and communication of organisational brand or image; • organisational aims and objectives 1.3 Describe the specified methods of measuring customer satisfaction levels such as predefined formal feedback	customers - dealing with complaints - relevant legislation and regulations - importance of organisational brand or image - organisational aims and objectives • using feedback to measure customer satisfaction
2 Provide customer care in a familiar context	2.1 Comply with organisational requirements 2.2 Communicate interpersonally on a familiar subject in a familiar work situation such as: • following organisational guidelines and procedures 2.3 Provide customer interaction such as; • focuses on addressing customer needs • interacts in a sensitive and helpful manner	Candidates must have an understanding of: • organisational requirements when dealing with customers • how to deal with differing customer needs • limitations of own responsibility and knowledge • escalation of issues for customer requirements • methods used to gather customer feedback

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	with the customer. 2.4 Providing service delivery such as; • recognising own limitations; • escalating customer issues following organisational requirements 2.5 Gather specified customer satisfaction information	

Assessment

Candidates undertaking this unit must complete real work activities in order to produce evidence to demonstrate they are occupationally competent. Real work is where the candidate is engaged in activities that contribute to the aims of the organisation by whom they are employed, for example in paid employment or working in a voluntary capacity.

Simulation is only allowed for aspects of units when a candidate is required to complete a work activity that does not occur on a regular basis and therefore opportunities to complete a particular work activity do not easily arise. When simulation is used, assessors must be confident that the simulation replicates the workplace to such an extent that candidates will be able to fully transfer their occupational competence to the workplace and real situations.

Internal quality assurance personnel must agree the use of simulated activities before they take place and must sample all evidence produced through simulated activities.

It is the assessor's role to satisfy themselves that evidence is available for all performance, knowledge and evidence requirements before they can decide that a candidate has finished a unit. Where performance and knowledge requirements allow evidence to be generated by other methods, for example by questioning the candidate, assessors must be satisfied that the candidate will be competent under these conditions or in these types of situations in the workplace in the future. Evidence of questions must include a written account of the question and the candidate's response. Observations and/or witness testimonies must be detailed and put the evidence into context ie the purpose of the work etc.

All of the assessment criteria in the unit must be achieved and clearly evidenced in the submitted work, which is externally assessed by OCR.

Evidence for the knowledge must be explicitly presented and not implied through other forms of evidence.

Evidence requirements

All aspects of the assessment criteria must be covered and evidence must be available that shows where and how the assessment criteria have been achieved.

Assessment Criterion 1

Candidates should provide a report describing:

• the effects of verbal and non-verbal communication techniques on the customers' perception of the organisation, including positive and negative language

• the difference between hearing and listening when dealing with customers

- using feedback to measure customer satisfaction

- organisational procedures relating to customer care

Assessment Criterion 2

Candidates should provide a detailed witness testimony of how they have

- complied with organisational requirements

- communicated interpersonally

- provided customer interaction

- provided service delivery

Candidates should supply evidence of gathering a range of customer feedback

Supported by relevant work product evidence, eg; logs, letters, emails.

Candidates are encouraged to choose activities which will allow them to cover all or a majority of the criteria at one time. It is not necessary to use different activities for each element of the criterion.

Guidance on assessment and evidence requirements

Evidence can reflect how the candidate carried out the process or it can be the product of a candidate's work or a product relating to the candidate's competence.

For example: The process that the candidate carries out could be recorded in a detailed personal statement or witness testimony. It is the assessor's responsibility to make sure that the evidence a candidate submits for assessment meets the requirements of the unit.

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 *and*

- collect information on the type and purpose of the processes a candidate has gone through.

- candidate responses must be recorded

It is difficult to give a detailed answer to how much evidence is required as it depends on the type of evidence collected and the judgement of assessors. The main principles, however, are as follows: for a candidate to be judged competent in a unit, the evidence presented must satisfy:

- all the items listed, in the section 'Learning Outcomes'

- all the areas in the section 'Assessment Criteria'

The quality and breadth of evidence provided should determine whether an assessor is confident that a candidate is competent or not. Assessors must be convinced that candidates working on their own can work independently to the required standard.

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

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 .