

Unit Title:	Exceed customer expectations
OCR unit number:	12
Level:	2
Credit value:	3
Guided learning hours:	15
Unit reference number:	Y/506/2135

Unit aim and purpose

This unit aims to develop the knowledge and skills required to exceed customer expectations. Upon completion of this unit, learners will be able to exceed customer expectations at work.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to exceed customer expectations	The Learner can: 1.1 Explain how customers form expectations of the service they will receive 1.2 Explain legislation, organisational policies and procedures that can limit or vary the service offer 1.3 Explain the types of actions that customers are likely to perceive as adding value 1.4 Explain how to recognise when actions taken to offer added value could be built into the service offer	<p>The service offer defines the extent and limits of the customer service that an organisation is offering</p> <p>Learners should be able to explain the organisation's service offer and what scope they have to extend this within the limits of their own authority</p> <p>Added Value is the extra, over and above the basic product or service offer that an organisation makes to its customers. This added value represents extra benefits that can truly delight the customers and keep them loyal</p>
2 Be able to exceed customer expectations	2.1 Identify differences between customers' expectations and needs and the service offer 2.2 Explain the service offer clearly and concisely to customers 2.3 Identify options that offer added value without	<p>A clear and concise explanation will be in language which the customer understands without including irrelevant information</p>

Learning Outcomes	Assessment Criteria	Additional Guidance
	<p>affecting other customers adversely</p> <p>2.4 Make offers to customers within their own authority levels</p> <p>2.5 Take action to ensure that customers are aware that offers made to them have added value and exceed the service offer</p> <p>2.6 Record agreements made and actions taken</p>	<p>Offers to customers may include:</p> <ul style="list-style-type: none"> • Providing promotional vouchers • Offering additional service within organisational guidelines • Offering additional services that have been advertised • Making verbal offers as appropriate, eg offering something which is approved by the organisation <p>Take action could, for example, include pointing out to the customer that what is being offered is over and above what would normally be offered</p>

Assessment

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

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSA9	<ul style="list-style-type: none"> • Go the extra mile in customer service

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 .