

Unit Title:	Support customers through real-time online customer service
OCR unit number:	19
Level:	2
Credit value:	3
Guided learning hours:	15
Unit reference number:	A/506/2161

Unit aim and purpose

This unit aims to develop the knowledge and skills required to support customers through real-time online customer service. Upon completion of this unit, learners will be able to establish the customer service support needed by customers and support online customer service in real-time.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to support customers through real-time online customer service	The Learner can: 1.1 Explain how an organisation's online customer service system works 1.2 Explain how to navigate their own customer service site 1.3 Describe the questioning techniques that may be used when supporting customers through real-time online customer services 1.4 Explain how to adapt their own communication style to meet customers' ability to use online systems	Online customer service systems may refer to: <ul style="list-style-type: none"> Automated online assistants Instant messages Technical support operator/technician
2 Be able to establish the customer service support needed by customers	2.1 Identify customers' familiarity with the site 2.2 Identify the difficulties faced by customers when navigating websites 2.3 Identify the support for customers that will meet their needs	
3 Be able to support online customer service in real-time	3.1 Step through screen sequences while the customer operates the system	

Learning Outcomes	Assessment Criteria	Additional Guidance
	3.2 Communicate with customers in terms they can understand 3.3 Inform customers of what is happening and why certain steps are required 3.4 Adhere to organisational policies and procedures, legal and ethical requirements when supporting customers through online customer service	In terms they can understand may include in line with an organisation's communication guidance, using lay terms rather than jargon Where possible, adherence to organisational policies and procedures should be confirmed by a line manager or experienced colleague. Learners should also be aware of <i>which</i> legal requirements affect their activities

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:	CFACSD4	<ul style="list-style-type: none"> Support customers using on-line customer services

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.