

Unit Title:	Principles of customer service
OCR unit number:	3
Level:	2
Credit value:	4
Guided learning hours:	34
Unit reference number:	J/506/2132

Unit aim and purpose

This unit aims to develop knowledge and understanding regarding the key principles of customer service. Upon completion of this unit, learners will have developed an understanding of customer service and how to deliver it effectively. Learners will also develop an awareness of how legal and ethical requirements relate to customer service and will understand the management of customer service information.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand customer service	The Learner can: 1.1 Explain the purpose and scope of customer service 1.2 Define the term “service offer” 1.3 Explain the value of a “service offer” to an organisation 1.4 Explain the importance of delivering consistently high quality customer service 1.5 Explain the importance of keeping up to date with knowledge of competitors’ activities 1.6 Explain barriers to providing effective customer service 1.7 Describe the features of effective follow-up service	Competitors are organisations that offer products or services that are similar to those offered by the organisation the learner is employed by Follow-up service may include servicing and guarantees
2 Understand how legal and ethical requirements relate to customer service	2.1 Describe how sales and consumer-related legislation and regulations affect the delivery of customer service	Sales and consumer legislation and regulations may include: <ul style="list-style-type: none"> • Consumer Credit Act (1974) • Sale of Goods Act (1979) • Supply of Goods & Services Act (1982) • Distance Selling Regulations

Learning Outcomes	Assessment Criteria	Additional Guidance
	<p>2.2 Describe how health, safety and environmental legislation affects customer service delivery</p> <p>2.3 Explain how ethical considerations affect customer service</p> <p>2.4 Explain how equality legislation affects customer service</p> <p>2.5 Describe how legislation affects the use and storage of customer information</p>	<p>Consumer Contracts Regulations</p> <p>Health, safety and environmental legislation may include:</p> <ul style="list-style-type: none"> • Environment and Safety Information Act (1988) • Health and Safety at Work Act <p>Ethical considerations may include:</p> <ul style="list-style-type: none"> • Corporate social responsibility (CSR) • 'Fairtrade' • Globalisation • Sustainability • Social enterprise • Work-life balance <p>Equality legislation may include:</p> <ul style="list-style-type: none"> • Equality Act 2010
<p>3 Understand how to deliver effective customer service</p>	<p>3.1 Explain the difference between customers' wants, needs and their expectations</p> <p>3.2 Explain how to identify customers' needs and expectations</p> <p>3.3 Explain the importance of managing customers' expectations</p> <p>3.4 Explain how to behave in a way that meets customers' expectations</p> <p>3.5 Describe techniques that can be used to put customers at ease and gain their trust</p> <p>3.6 Explain the importance of following up actions and keeping promises when delivering customer service</p>	<p>Customer expectations are what customers think should happen and how they think they should be treated when asking for, or receiving, customer service</p> <p>Techniques may include verbal and non-verbal methods of communication</p>

Learning Outcomes	Assessment Criteria	Additional Guidance
4 Understand the management of customer service information	4.1 Explain how customer service information can be used 4.2 Explain the importance of systems to manage customer service information 4.3 Explain the uses of systems to manage customer service information 4.4 Identify the features of an effective customer complaints process 4.5 Describe the uses of a customer complaints process	Systems may include: <ul style="list-style-type: none"> • Records • Archives • Customer Contact Systems An effective customer complaints process would ensure complaints are identified and addressed

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:	CFACSA6	<ul style="list-style-type: none"> • Process information about customers • Deliver reliable customer service • Recognise diversity when delivering customer service • Maintain and develop a healthy and safe customer service environment • Show understanding of customer service principles
	CFACSB2	
	CFACSB4	
	CFACSB12	
	CFACSF3	

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.

