

Unit Title:	Deliver customer service to challenging customers
OCR unit number:	16
Level:	2
Credit value:	3
Guided learning hours:	16
Unit reference number:	F/506/2159

Unit aim and purpose

This unit aims to develop the knowledge and skills required to deliver customer service to challenging customers. Upon completion of this unit, learners will be able to deal with challenging customers.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the delivery of customer service to challenging customers	The Learner can: 1.1 Describe different types of challenging customers in the customer service environment 1.2 Explain an organisation's procedures and standards of behaviour for dealing with challenging customers 1.3 Explain behaviours that make it challenging to deal with customers 1.4 Explain the difference between assertive and aggressive behaviour 1.5 Describe techniques to deal with customers' challenging behaviour 1.6 Explain their own levels of authority for agreeing actions outside the service offer	Challenging customers may have: <ul style="list-style-type: none"> • Problems/questions • Additional needs/requirements • Poor communication skills and language barriers or be: <ul style="list-style-type: none"> • Angry • Unreasonable • Confused Behaviours may include: <ul style="list-style-type: none"> • Aggression • Frustration • Irritation • Confrontation Techniques may include: <ul style="list-style-type: none"> • Active listening • Asking questions • Showing empathy • Using positive body language • Taking action A service offer defines the extent and limits of the customer service that an organisation is offering

Learning Outcomes	Assessment Criteria	Additional Guidance
	1.7 Explain why it is important that colleagues are informed when challenging customers re-open or escalate matters	
2 Be able to deal with challenging customers	2.1 Identify the signs that indicate that a customer is challenging 2.2 Express understanding of customers' points of view without admitting liability 2.3 Explain to customers the limits of the service they can offer 2.4 Explain to customers the reasons for an organisation's position and policy 2.5 Agree a way forward that balances customer satisfaction and organisational needs 2.6 Obtain help from colleagues when options for action are beyond their level of authority 2.7 Adhere to organisational policies and procedures, legal and ethical requirements when dealing with challenging customers	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 dealings with challenging customers

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:	CFACSC4	<ul style="list-style-type: none"> Deliver customer service to challenging customers

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 .