

Unit Title:	Support customer service improvements
OCR unit number:	18
Level:	2
Credit value:	3
Guided learning hours:	12
Unit reference number:	T/506/2160

Unit aim and purpose

This unit aims to develop the knowledge and skills required to support customer service improvements. Upon completion of this unit, learners will be able to identify the potential for improvements to customer service and support the implementation of improvements to customer service.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to support customer service improvements	The Learner can: 1.1 Describe different sources of information that may help identify ways of improving customer service 1.2 Describe the constraints on suggesting improvements to customer service 1.3 Explain the limits of their own authority in implementing improvements	Sources of information may include: <ul style="list-style-type: none"> • Customer surveys • Research Studies • Analysis of data A Constraint is a limit or restriction
2 Be able to identify the potential for improvements to customer service	2.1 Use information from a range of sources to understand the customer experience 2.2 Identify potential areas where customer service could be improved from an analysis of information 2.3 Make recommendations for improvement that are based on evidence from analysed information	
3 Be able to support the implementation of improvements to customer service	3.1 Implement agreed improvements within the limits of their own authority 3.2 Inform customers of improvements to customer service	

Learning Outcomes	Assessment Criteria	Additional Guidance
	3.3 Identify the impact of improvements to customer service and feedback to relevant people	Relevant people may include: <ul style="list-style-type: none"> • Colleagues • Managers • Shareholders

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:	CFACSD2	<ul style="list-style-type: none"> • Support customer service improvements

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.