

Unit Title: Build and maintain effective customer relations

OCR unit number: 5
 Level: 4
 Credit value: 6
 Guided learning hours: 25
 Unit reference number: R/506/2179

Unit aim and purpose

This unit aims to provide the knowledge and skills required to build and maintain effective customer relations. Upon completion of this unit, learners will be able to determine the scope for building effective relationships with customers, consequently develop effective relationships with customers, and finally review and improve relationships with customers.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to build effective relationships with customers	The Learner can: 1.1 Analyse stakeholder mapping techniques 1.2 Analyse the features of influencing techniques 1.3 Explain how influencing techniques can be used to improve the relationship with customers 1.4 Evaluate the benefits and value of relationships with customers and customer loyalty 1.5 Explain how techniques to manage expectations are applied to the management of customers 1.6 Explain different types of acceptable compromise 1.7 Evaluate the benefits of adopting a “customer-centred” approach	Stakeholder mapping is identifying the customer base by comparing their influencing power against their interest in the product or service Influencing techniques include logical persuading, reciprocative methods and loyalty schemes The types of compromise considered to be acceptable compromises may be defined by the organisation “Customer centred approach” is pre-empting the customer’s needs and expectations to put them at the heart of operations and decision-making
2 Be able to determine the scope for building effective	2.1 Identify the customers with whom relationships should	

Learning Outcomes	Assessment Criteria	Additional Guidance
relationships with customers	<p>be developed</p> <p>2.2 Identify the interests and concerns of customers with whom relationships should be developed</p> <p>2.3 Evaluate the scope for and limitations of building relationships with different types of customer</p>	
3 Be able to develop effective relationships with customers	<p>3.1 Behave in a way that creates mutual trust and respect</p> <p>3.2 Provide information and perform actions within agreed timescales</p> <p>3.3 Take account of feedback provided by customers</p> <p>3.4 Keep customers up to date with new products and/or services and developments</p> <p>3.5 Assess regularly the extent to which customers' expectations are met</p> <p>3.6 Use personal influence and authority to ensure that customer needs are met or exceeded</p>	
4 Be able to review and improve relationships with customers	<p>4.1 Monitor customer relationships and developments</p> <p>4.2 Take action to ensure that others complete agreed actions within agreed timescales</p> <p>4.3 Address changes to customer service methods that may have an effect on customer relationships</p> <p>4.4 Collect feedback from customers on their levels of satisfaction</p> <p>4.5 Recommend improvements to customer service based on analyses of the effectiveness of customer relationships</p>	Others could include anyone within the service chain

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:	CFACSB15	<ul style="list-style-type: none">• Build and maintain effective customer relations

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.