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| Unit Title: | Manage a customer service award programme |
| OCR unit number: | 7 |
| Level: | 4 |
| Credit value: | 4 |
| Guided learning hours: | 15 |
| Unit reference number: | L/506/2181 |

Unit aim and purpose

This unit aims to provide the knowledge and skills required to manage a customer service award programme. Upon completion of this unit, learners will be able to plan and manage a customer service award programme.

| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|--|--|
| The Learner will: 1 Understand the management of a customer service award programme | The Learner can: 1.1 Justify the reasons for an award programme 1.2 Explain how to make use of a customer service award programme as a promotional tool 1.3 Explain the likely impact of organisational culture on a customer service award programme 1.4 Explain the requirements of a business case for a customer service award programme | Award programme - a scheme which may be internal or external that enables organisations to recognise and reward great service. This can be for individuals or for organisations |
| 2 Be able to plan a customer service award programme | 2.1 Define specific, measurable, achievable, realistic and time-bound (SMART) objectives for the award programme 2.2 Evaluate the benefits, drawbacks and costs of different options for a customer service award programme 2.3 Select the option that best meets the objectives of the award programme 2.4 Develop a plan that specifies roles, responsibilities, actions, resources, contingencies and timescales 2.5 Develop award criteria that are transparent and fair | |

| Learning Outcomes | Assessment Criteria | Additional Guidance |
|--|---|---------------------|
| 3 Be able to manage a customer service award programme | 3.1 Promote the award programme with the dual purpose of motivating team members and engaging customers 3.2 Take action to ensure that award winners are recognised in a way that demonstrates organisational commitment to excellent customer service 3.3 Evaluate the effectiveness of a customer service award programme | |

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: | CFACSD17 | <ul style="list-style-type: none"> Manage a customer service award programme |

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.