

Unit Title: Manage customer service operations

OCR unit number: 1
 Level: 4
 Credit value: 7
 Guided learning hours: 23
 Unit reference number: M/506/2898

Unit aim and purpose

This unit aims to provide the knowledge and skills required to manage customer service operations. Upon completion of this unit, learners will be able to both plan and manage customer service operations. Learners will also be able to prepare staff for the delivery of customer service and measure customer service performance.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the management of customer service operations	The Learner can: 1.1 Explain the basis for allocating resources 1.2 Assess the suitability of a range of methods to monitor customer service operations 1.3 Explain the strategies needed to deliver seamless customer service 1.4 Explain techniques used to develop solutions to problems 1.5 Evaluate sources of information on customer performance data 1.6 Analyse a range of techniques to identify patterns and trends in customer behaviour and customer service performance 1.7 Analyse a range of possible improvements to customer service operations	<p>The basis for allocating resources should include factors which influence whether an allocation will be made and how this takes place</p> <p>Range should cover both performance and outcome based methods</p> <p>Techniques may include swot, pestle analysis, brainstorming or workshops</p> <p>Range of techniques should cover profit loss, seasonal performance, customer service feedback data</p> <p>The range of possible improvements should be in line with organisational policies and procedures</p>
2 Be able to plan customer service operations	2.1 Define the service offer to meet identified customer expectations	

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.2 Develop plans that will enable sustainable and consistent customer service operations to agreed standards 2.3 Develop contingencies that address identified risks 2.4 Specify targets, objectives, key performance indicators (KPIs) and monitoring arrangements 2.5 Communicate objectives, targets, standards and procedures to staff	
3 Be able to manage customer service operations	3.1 Allocate resources according to agreed priorities 3.2 Keep staff informed of developments in the customer service offer 3.3 Keep staff informed of developments in best practice for the delivery of customer service 3.4 Maintain positive working relationships amongst staff 3.5 Carry out monitoring activities in accordance with plans 3.6 Manage deviations from expected performance and service failures in accordance with contingency plans 3.7 Use feedback from staff and customers to make improvements 3.8 Take action within the limits of their responsibility to make improvements to customer service performance	
4 Be able to prepare staff for the delivery of customer service	4.1 Confirm that staff understand the vision, objectives, roles, plans, standards and procedures to deliver customer service 4.2 Provide training and support that will enable staff to deliver customer service to the required standards 4.3 Communicate to staff their roles, responsibilities and work plans in line with delivery plans	

Learning Outcomes	Assessment Criteria	Additional Guidance
5 Be able to measure customer service performance	5.1 Take action to ensure that systems to collect agreed performance data are in place 5.2 Identify trends of customer behaviour and customer service performance from performance data 5.3 Benchmark performance against agreed measures 5.4 Address identified anomalies and problems 5.5 Identify areas for improvement within customer service	

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:	CFACSB13 CFACSD20	<ul style="list-style-type: none"> Plan, organise and control customer service operations Manage customer service performance

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.