

Unit Title:	Monitor the quality of customer service interactions
OCR unit number:	16
Level:	3
Credit value:	5
Guided learning hours:	27
Unit reference number:	K/506/2172

Unit aim and purpose

This unit aims to develop the knowledge and skills required to monitor the quality of customer service interactions. Upon completion of this unit, learners will be able to prepare to, and execute, monitoring of the quality of customer service interactions.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to monitor the quality of customer service interactions	The Learner can: 1.1 Describe techniques for monitoring the quality of customer service interactions 1.2 Explain organisational procedures and guidelines for customer service delivery 1.3 Explain the advantages and limitations of different methods for monitoring the quality of customer service interactions 1.4 Explain how to construct a representative sample of customer service interactions for monitoring purposes 1.5 Explain how data protection legislation applies to monitoring the quality of customer service interactions 1.6 Explain how monitoring actions taken can identify possible improvements in customer service interactions 1.7 Explain techniques to gather customer feedback	Monitoring techniques may include: <ul style="list-style-type: none"> • Record keeping • Customer Contact Systems • E-mails • Letters • Task-specific documents A representative sample should be sufficient to make inferences and draw conclusions

Learning Outcomes	Assessment Criteria	Additional Guidance
2 Be able to prepare to monitor the quality of customer service interactions	2.1 Identify the criteria against which the quality of customer service interactions will be monitored 2.2 Specify a sampling frame that would provide information to meet monitoring objectives 2.3 Select monitoring techniques that are capable of collecting the required information 2.4 Ensure that staff and customers are made aware of the fact that they will be monitored	Monitoring techniques may include: <ul style="list-style-type: none"> • Record keeping • Customer Contact Systems • E-mails • Letters • Task-specific documents
3 Be able to monitor the quality of customer service interactions	3.1 Monitor the quality of customer service interactions with minimal disruption to business 3.2 Assess the quality of customer service interactions against agreed criteria 3.3 Identify patterns and trends in colleagues' performance 3.4 Give constructive feedback to colleagues on the quality of customer service interactions	

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:	CFACSD13	<ul style="list-style-type: none"> • Monitor the quality of customer service transactions

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 .