

Unit Title: Develop resources to support consistency of customer service delivery

OCR unit number: 11
 Level: 3
 Credit value: 5
 Guided learning hours: 21
 Unit reference number: Y/506/2166

Unit aim and purpose

This unit aims to develop the knowledge and skills required to develop resources to support consistency of customer service delivery. Upon completion of this unit, learners will be able to create and maintain a customer service knowledge base and develop customer service resource materials.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how knowledge resources are used to support customer service delivery	The Learner can: 1.1 Explain the structure of a customer service knowledge base 1.2 Explain the uses of a customer service knowledge base 1.3 Explain the use of customers' frequently asked questions to support customer service delivery 1.4 Explain the input and update routines for adding to the knowledge base 1.5 Explain the content requirements of resource materials and how they should be expressed	Resource materials are materials which are developed as a source of information for those who deliver customer service within an organisation. They could include, for example, price catalogues, answers to customers' frequently asked questions or contact details for others within the organisation
2 Be able to create and maintain a customer service knowledge base	2.1 Identify the information that should be included in a customer service knowledge base 2.2 Confirm that a knowledge base is kept up to date 2.3 Promote the contents and use of a knowledge base	

Learning Outcomes	Assessment Criteria	Additional Guidance
3 Be able to develop customer service resource materials	3.1 Describe the types of questions frequently asked by customers 3.2 Identify the types of resources needed to support customer service delivery from an analysis of customer needs 3.3 Identify who will use the resources and in what way 3.4 Develop resources that meet organisational requirements 3.5 Communicate the availability and nature of the resources to those who will use them	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Evidence for this unit should be in line with organisational policies and procedures.

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:	CFACSA16	<ul style="list-style-type: none"> Build a customer service knowledge base

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.