

Unit Title:	Develop a customer service strategy
OCR unit number:	6
Level:	4
Credit value:	6
Guided learning hours:	25
Unit reference number:	R/506/2960

Unit aim and purpose

This unit aims to provide the knowledge and skills required to develop a customer service strategy. Upon completion of this unit, learners will have an understanding of the development of a customer service strategy and will be able to develop a customer service strategy.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the development of a customer service strategy	The Learner can: 1.1 Explain the relationship between a customer service strategy and the organisation's overall business strategy 1.2 Assess sources of information about customers and their expectations 1.3 Analyse the value of customer loyalty 1.4 Evaluate practices that can help build customer loyalty 1.5 Explain the components of an effective customer service strategy 1.6 Explain the relationship between customer expectations and the service offer as defined in the business strategy	Sources of information may include: <ul style="list-style-type: none"> • Customer surveys • Research studies • Analysis of data
2 Be able to develop a customer service strategy	2.1 Evaluate current thinking on good practice in customer service from research 2.2 Identify organisational values, aims and objectives to be considered in developing the customer service strategy	

Learning Outcomes	Assessment Criteria	Additional Guidance
	<p>2.3 Assess the implications of legal and regulatory requirements, codes of practice and ethical considerations for customer service</p> <p>2.4 Develop a customer service strategy that is consistent with best practice and organisational values, aims and objectives</p> <p>2.5 Analyse the roles of those responsible for achieving different parts of the customer service strategy</p> <p>2.6 Specify mechanisms to evaluate the customer service strategy</p> <p>2.7 Evaluate the implications of a customer service strategy for the organisation</p> <p>2.8 Obtain approval for the customer service strategy from decision makers</p>	

Assessment

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

Guidance on assessment

AC1.5 - Learners should be able to identify the components of an effective customer service strategy and explain their presence in the strategy eg how/why they make it effective, how the components link together.

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:	CFACSD16	<ul style="list-style-type: none"> Develop a customer service strategy for a part of an organisation

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 .