

Unit Title:	Develop customer service through social media
OCR unit number:	10
Level:	4
Credit value:	5
Guided learning hours:	16
Unit reference number:	H/506/2963

Unit aim and purpose

This unit aims to provide the knowledge and skills required to develop customer service through social media. Upon completion of this unit, learners will be able to identify the scope for improvements to customer service through the use of social media and will be able to develop customer service provision through social media networks.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the use of social media for customer service	The Learner can: 1.1 Assess the role of social media in achieving organisational objectives 1.2 Describe how mainstream and niche social media platforms are used by customers 1.3 Explain the legislation and regulations that affect the use of social media 1.4 Explain the etiquette required when engaging customers via different social media platforms 1.5 Explain how to establish key performance indicators (KPIs) to measure improvements in customer service performance	
2 Be able to identify the scope for improvements to customer service through the use of social media	2.1 Identify social media platforms that are most likely to be used by the organisation's customers 2.2 Identify developments within the organisation that could benefit from promotion through social media networks 2.3 Analyse how the organisation and its competitors use social media	

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.4 Develop profiles of how customers and potential customers use social media 2.5 Define improvements to customer service that could be achieved through the organisation's use of social media 2.6 Specify objectives and organisational policy for participating in social media networks	
3 Be able to develop customer service provision through social media networks	3.1 Develop a plan for the enhanced use of social media to deliver customer service based on an analyses of data gathered and profiles 3.2 Allocate responsibilities for making improvements to customer service through the use of social media 3.3 Develop procedures for providing customer service to customers via social media networks in line with organisational guidelines 3.4 Measure the impact and effectiveness of the use of customer service through social media networks against agreed criteria	

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:	CFACSD22	<ul style="list-style-type: none"> Develop a customer service network through social media platforms

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 .