

Unit Title:	Manage the use of technology to improve customer service
OCR unit number:	8
Level:	4
Credit value:	4
Guided learning hours:	14
Unit reference number:	Y/506/2183

Unit aim and purpose

This unit aims to provide the knowledge and skills required to manage the use of technology to improve customer service. Upon completion of this unit, learners will be able to identify opportunities for customer service improvement through the use of technology and consequently implement changes in technology to improve customer service.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to manage the use of technology to improve customer service	The Learner can: 1.1 Analyse developments in information and communication technology that relate to customer service 1.2 Analyse the features, functions and implications of technology for customer service delivery 1.3 Explain how to monitor the use of technology to improve customer service	
2 Be able to identify opportunities for customer service improvement through the use of technology	2.1 Review the effectiveness of customer service delivery against agreed criteria 2.2 Identify how customer service delivery could be improved by the introduction or adaptation of technology 2.3 Assess the costs of changes in the use of technology to improve customer service delivery 2.4 Make recommendations for changes in the use of technology through a costed business case	

Learning Outcomes	Assessment Criteria	Additional Guidance
3 Be able to implement changes in technology to improve customer service	3.1 Plan the implementation of changes in the use of technology in a way that minimises disruption to business 3.2 Update colleagues on the implementation and expected benefits of new technology 3.3 Provide staff with training in the use of new technology 3.4 Monitor the implementation of changes in the use of technology in line with the plan 3.5 Evaluate the effectiveness of changes in the use of technology against agreed evaluation 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:	CFACSD18	<ul style="list-style-type: none"> Apply technology or other resources to improve customer service

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.