OCR
Oxford Cambridge and RSA

Unit Title:	**Develop customer relationships**
OCR unit number:	46
Level:	2
Credit value:	3
Guided learning hours:	18
Unit reference number:	Y/506/2149

Unit aim and purpose

This unit aims to develop the knowledge and skills required to develop customer relationships. Upon completion of this unit, learners will be able to develop relationships with customers.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will:	**The Learner can:**	
1 Understand how to develop customer relationships	1.1 Describe the importance of developing relationships with customers	
	1.2 Explain the value of customer loyalty and retention	
	1.3 Explain how **customers' expectations** may change over time	**Customer expectations** are what people think should happen and how they think they should be treated when asking for or receiving customer service
	1.4 Explain the use of customer feedback as a means of developing customer relationships	
	1.5 Explain the limits of their own authority to make **alternative service offers** to customers	**Alternative service offers** may include: • Product replacement or upgrade • Refund • Compensation • Additional support • Extended warranties
	1.6 Describe the use of **Customer Relationship Management systems** and processes to meet customers' expectations	**Customer Relationship Management systems** may be software applications or paper-based systems to manage customer data

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Learning Outcomes	Assessment Criteria	Additional Guidance
	1.7 Explain the importance of regular communication in the development of both internal and external customer relationships	
2 Be able to develop relationships with customers	2.1 Give help and information that meets or exceeds customers' expectations 2.2 Identify new ways of helping customers based on their feedback 2.3 Share feedback from customers with **others** 2.4 Identify added value that the organisation could offer customers 2.5 Bring to customers' attention products or services that may interest them	**Others** may include colleagues, supervisors, managers

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:	CFACSD1	• Develop customer relationships

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 .

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