

<b>Unit Title:</b>	<b>Champion customer service</b>
OCR unit number:	44
Level:	4
Credit value:	4
Guided learning hours:	17
Unit reference number:	D/506/2153

## Unit aim and purpose

This unit aims to provide the knowledge and skills required to champion customer service. Upon completion of this unit, learners will be able to identify the scope of customer service improvements.

Learning Outcomes	Assessment Criteria	Additional Guidance
<b>The Learner will:</b> 1 Understand how to champion customer service	<b>The Learner can:</b> 1.1 Evaluate the importance of viewing <b>operations</b> from the customer's viewpoint 1.2 Analyse the role of <b>service partners</b> in providing customer service 1.3 Evaluate the effectiveness of information collection systems and reports 1.4 Describe organisational decision-making processes and limits of their own authority 1.5 Assess the suitability of a <b>range of monitoring techniques</b> to identify opportunities for customer service improvements 1.6 Describe activities that give added value to the <b>service chain</b>	<p>The evaluation should include the impact on <b>operations</b> at a strategic business level</p> <p>A <b>service partnership</b> can be formed when a minimum of two organisations or two departments of the same organisation combine in order to provide more effective customer service. A <b>service partner</b> may be one of those organisations or departments</p> <p>The suitability of a <b>range of monitoring techniques</b> should be assessed in relation to specific key performance indicators which have been identified as a means of measuring customer service</p> <p><b>Service chain</b> is a sequence of services where, for each subsequent service, occurrence of the first/previous action/service is necessary</p>
2 Be able to identify the scope for improvements to customer service	2.1 Monitor customer service delivery to identify issues that are important to customer service 2.2 Analyse the implications of improvements to customer	

Learning Outcomes	Assessment Criteria	Additional Guidance
	service 2.3 Identify customer service issues relating to new products and/or services 2.4 Identify the strategic and managerial implications of changes to customer service and the <b>service offer</b>	A <b>service offer</b> defines the extent and limits of the customer service that an organisation is offering
3 Be able to champion customer service	3.1 Promote the role of customer service within an organisation's <b>operational plans</b> 3.2 Inform individual staff members about their role in championing customer service 3.3 Promote the benefits of effective customer service 3.4 Provide validated customer service advice and information to colleagues 3.5 Support others to identify areas for improvement to customer service 3.6 Monitor the effectiveness of advice and information given 3.7 Take actions to ensure that customer service delivery meets agreed standards	The learner should be able to demonstrate their personal input to an organisation's mid to long term <b>operational plans</b>

## Assessment

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

## Guidance on assessment

**AC1.2** - As a minimum, the analysis should demonstrate that the learner has clearly identified their service partners, the contributions that they make, the interdependencies that exist and the implications of non-cooperation

**AC1.3** - The evaluation of effectiveness should be based on information collected over a period of time. It should not rely on supposition

**AC2.1** - It is expected that feedback will be sought from customers to help define issues that are important to customer service

**AC2.2** - As a minimum, the analysis of implications should include cost, benefit, feasibility and impact on service partners. Learners are recommended to take a holistic approach and include improvements identified as part of AC1.5, 1.6 and 2.1

**AC3.6** - The monitoring should relate to the advice and information given as part of AC3.4 and should form a natural 'follow-through' as part of performance management activities

## National Occupational Standards (NOS) mapping/signposting

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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](http://www.ukstandards.co.uk).

Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSA17	<ul style="list-style-type: none"><li>• Champion customer service</li></ul>

## Additional information

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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](http://www.ocr.org.uk).