

Unit Title:	Make customer service personal
Unit number	A8
Level:	2
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

Research has shown that customer satisfaction increases if customers feel that they have been treated in a way that recognises their own personal needs. When they are delivering customer service learners often deal with a large number of customers who seem to be the same, but it is important to remember that each customer is an individual. Anything the learner can do to make each customer feel that they have had their complete attention and have been dealt with personally increases their sense of satisfaction. This unit is about how the learner can help their customers feel that they have experienced service that focuses on them as an individual. When the learner works with a customer they need to give the impression that it is on a 'one to one' basis, that they care what happens to their customer and that they respect their customer as an individual.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Identify opportunities for making customer service personal</p>	<p>The Learner can:</p> <p>1.1 Identify which of their organisation's systems or procedures allows them to add a personal touch to the service</p> <p>1.2 Observe and listen to their customer carefully for signs that will guide how they personalise the service</p> <p>1.3 Let the customer know that they understand and that they are there to help</p> <p>1.4 Identify opportunities to help or direct their customer outside of normal routines and procedures</p> <p>1.5 Identify customers with particular needs who would especially appreciate personal service</p>	<p>Candidates must have an understanding of how to make customer service personal including:</p> <ul style="list-style-type: none"> • Organisational systems and procedures • Understanding customer signs and individual needs • How to communicate their understanding of the customer requirements to the customer • Opportunities to help the customers • Balancing the needs of all customers

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>1.6 Balance the time they take when giving individual attention to one customer with the needs and expectations of other customers</p> <p>1.7 Make extra efforts to show how willing and able they are to give a more personal service</p>	
<p>2 Treat their customer as an individual</p>	<p>2.1 Greet and deal with their customer in a way that respects them as an individual</p> <p>2.2 Focus their attention on the customer they are dealing with</p> <p>2.3 Always communicate with their customer in a friendly and open way</p> <p>2.4 Use their customer's name when it is known and appropriate</p> <p>2.5 Follow their organisation's guidelines about giving their customer their own name and contact details</p> <p>2.6 Concentrate on building a 'one to one' relationship with their customer by making them feel valued and respected</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How to treat/deal with customers including: <ul style="list-style-type: none"> - Giving them attention - Communication techniques - Organisational guidelines - Building relationships
<p>3 Know and understand how to make customer service personal</p>	<p>3.1 Explain how the use of the customer's name makes service more personal</p> <p>3.2 Describe personality types and their receptiveness to personalised services</p> <p>3.3 Identify types of personal information about customers that should and should not be kept on record</p> <p>3.4 Identify features of personal service that are most appreciated by customers with individual needs</p> <p>3.5 Describe body language and approaches that promote open communication</p>	<p>Candidates must have an understanding how to make customer service personal including:</p> <ul style="list-style-type: none"> • Types of customers • The recording of customer information • Features of personal service • Open communication techniques • Limits to authority and who to refer to • Personal preferences for personalising service

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.6 Describe the organisation's guidelines on actions that are permissible outside of the normal routines and procedures 3.7 Explain their own preferences and comfort levels relating to how they are willing and able to personalise service	

Assessment

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

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (Guidelines for a Realistic Working Environment can be found in the *OCR Customer Service Centre Handbook which can be downloaded from the OCR website: www.ocr.org.uk*).
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. Your communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
5. You must provide evidence of making customer service personal:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job
 - d when people, systems or resources have let you down.
6. Your evidence must include examples of how you have dealt with customers who are:
 - a happy with the service they are receiving
 - b unhappy about the service they are receiving.
7. You must provide evidence that you have made customer service more personal:
 - a when you have taken the initiative
 - b in response to an opportunity presented when your customer has asked a question.

Guidance on assessment and evidence requirements

Please refer to the OCR Customer Service Centre Handbook available from the OCR website www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

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