OCR
Oxford Cambridge and RSA

Unit Title:	**Deliver reliable customer service**
Unit number	B2
Level:	2
Credit value:	5
Guided learning hours:	33

Unit purpose and aim

This Unit is about how the learner delivers consistent and reliable service to customers. As well as being good with people, the learner needs to work with their organisation's service systems to meet or exceed customer expectations. In the learners' job there will be many examples of how they combine their approach and behaviour with their organisation's systems. The learner will need to prepare for each transaction with a customer, deal with different types of customers in different circumstances and check that what they have done has met customer expectations. To meet this standard they have to deliver excellent customer service over and over again.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Prepare to deal with customers	**The Learner can:** 1.1 Keep their knowledge of their organisation's services or products up-to-date 1.2 Ensure that the area they work in is tidy, safe and organised efficiently 1.3 Prepare and arrange everything they need to deal with customers before their shift or period of work commences	Candidates must have an understanding of: • The products and/or services offered by their organisation • Where to obtain up-to-date information and why it is important that current knowledge is maintained Candidates must have an understanding of: • The requirements of their job role to support customer service and the tools and information required • Why it is important to be well prepared when commencing work • The importance of a tidy, safe and efficient working area

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
2 Give consistent service to customers	2.1 Make realistic customer service promises to customers 2.2 Ensure that their promises balance the needs of their customers and their organisation 2.3 Keep their promises to customers 2.4 Inform their customers if they cannot keep their promises due to unforeseen circumstances 2.5 Recognise when their customers' needs or expectations have changed and adapt their service to meet the new requirements 2.6 Keep their customers informed if delivery of the service needs to involve passing them on to another person or organisation	Candidates must have an understanding of: • The limits of their responsibility e.g. knowing how far they can go with meeting customer expectations and making promises • Who they would refer to if customer expectations exceeded their responsibility • How to recognise changing customer requirements and adapt their customer service strategy accordingly • The importance of keeping customers informed if a service needs to be escalated to another person or organisation
3 Check customer service delivery	3.1 Check that the service they have given meets their customers' needs and expectations 3.2 Identify when they could have given better service to customers and how their service could have been improved 3.3 Share information with colleagues and service partners to maintain and improve their standards of service delivery	Candidates must have an understanding of: • How to obtain customer feedback • How to review the feedback and identify areas for improvement • The importance of sharing customer feedback with others
4 Know how to deliver reliable customer service	4.1 Describe their organisation's services or products 4.2 Explain their organisation's procedures and systems for delivering customer service 4.3 Describe methods or systems for measuring an organisation's effectiveness in delivering customer service	Candidates must have an understanding of: • The products and/or services of their organisation • The process for delivering customer service within their organisation • Methods use to obtain feedback on the effectiveness of customer service delivery

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	4.4 Explain their organisation's procedures and systems for checking service delivery 4.5 Explain their organisation's requirements for health and safety in their area of work	• The procedures for reviewing customer service delivery • Health and safety within their working environment

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.   You must provide evidence that you have worked with different customers who have different needs and expectations.

5.   You must provide evidence of delivering reliable customer service:

    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

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