

<b>Unit Title:</b>	<b>Make customer service environmentally friendly and sustainable</b>
OCR unit number	A18
Level:	4
Credit value:	11
Guided learning hours:	73

## Unit purpose and aim

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Environmental awareness and positive action form an important aspect of strategy for many organisations. Customer service may impact on environmental performance by demanding additional resources. Environmental policies may impact on customer service by placing restrictions on how it can be delivered. Periodically, the link between customer service and environmentalism needs to be reviewed so that appropriate changes may be made. Environmental and sustainability awareness must be encouraged constantly so that staff, suppliers, customers and other stakeholders are reminded of their contributions and responsibilities. This unit is appropriate for a learner whose job involves responsibility for customer service and sufficient authority to review and promote environmental matters in their organisation or in some part of it.

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
<p><b>The Learner will:</b></p> <p>1 review and monitor environmental and sustainability aspects of customer service</p>	<p><b>The Learner can:</b></p> <p>1.1 identify their organisation's policies on customer service and on the environment and trace links between the two</p> <p>1.2 identify their organisation's policy on energy management and carbon emissions and their key links with customer service systems</p> <p>1.3 identify their organisation's policy on waste management and its key links with customer service systems</p> <p>1.4 carry out a systematic review of their organisation's customer service systems to identify opportunities for</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services and products to customers and delivery improvements and developments.</p> <p>The policies and procedures of their organisation relating to energy management, carbon emissions, waste management and other environmental issues and the link between these and their customer service policies and delivery.</p> <p>How to carry out systematic reviews of customer service systems and delivery to identify</p>

	<p>environmental improvements</p> <p>1.5 identify service partnerships that affect their organisation's environmental profile and what they might do to improve it</p> <p>1.6 develop an action plan to promote environmental actions and improvements in their organisation's customer service delivery</p>	<p>opportunities for environmental improvements.</p> <p>How to identify service partnerships affecting their organisation's environmental profile and possible improvements.</p> <p>How to develop an action plan to promote environmental improvements in customer service delivery.</p>
<p>2 promote environmental and sustainable aspects of customer service in their organisation</p>	<p>2.1 make links between their organisation's environmental policies and customer service delivery routines</p> <p>2.2 encourage those involved in customer service delivery to promote an environmental approach by customers</p> <p>2.3 identify and promote ways to minimise resource use in customer service delivery</p> <p>2.4 communicate their organisation's environmental policies to service partners including suppliers and encourage their participation in environmental improvements</p> <p>2.5 communicate their organisation's environmental policies to customers and encourage their participation in environmental improvements</p> <p>2.6 develop staff awareness of environmental matters and ways they can contribute to environmentalism and sustainability</p> <p>2.7 2.7 develop community stakeholder's awareness of their organisation's environmental policies and approaches</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services and products to customers and delivery improvements and developments.</p> <p>The policies and procedures of their organisation relating to energy management, carbon emissions, waste management and other environmental issues and the link between these and their customer service policies and delivery.</p> <p>How to encourage colleagues and service partners involved in their organisation's customer service delivery to promote an environmental approach to customers and within service delivery improvements and developments.</p> <p>Required staff awareness and training/development to ensure their contribution towards sustainability and environmentalism.</p> <p>Develop awareness of their organisation's environmental policies and approaches amongst stakeholders.</p>

<p>3 understand how to make customer service environmentally friendly and sustainable</p>	<p>3.1 explain principles of environmentalism and sustainability that are relevant to customer service operations</p> <p>3.2 investigate ways to express environmental policies and link them with customer service</p> <p>3.3 explain principles of energy management and reduction of carbon emissions</p> <p>3.4 explain principles of waste management relevant to their organisation</p> <p>3.5 evaluate techniques for reviewing environmental aspects of customer service systems</p> <p>3.6 review different actions that may be taken to improve environmental aspects of customer service delivery</p> <p>3.7 describe ways to minimise resource use in customer service delivery</p> <p>3.8 evaluate techniques for communicating and developing awareness of environmental matters among stakeholders</p> <p>3.9 describe ways to encourage customers to act more environmentally</p>	<p>Candidates should have an understanding of:</p> <p>The strategy, policies and procedures of their organisation relating to the delivery of services and products to customers and delivery improvements and developments.</p> <p>The policies and procedures of their organisation relating to energy management, carbon emissions, waste management and other environmental issues and the link between these and their customer service policies and delivery.</p> <p>How to investigate ways of expressing environmental policies, their link to customer service and evaluating techniques for review of policies, links , actions for improvements and communicating and developing awareness amongst stakeholders.</p> <p>Candidates must be able to explain:</p> <p>Principles of environmentalism and sustainability relevant to customer service operations.</p> <p>Principles of energy management, reduction of carbon emissions and waste management relevant to their organisation.</p> <p>How to minimise resource use in customer service delivery and encourage customers to act in a more environmentally-friendly way.</p>
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## Assessment

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Specified in the Customer Service Assessment Strategy 2010

## Evidence requirements

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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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any evidence within this Unit.
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 for your assessor to be confident that you are competent.
4. The customer service systems referred to in your evidence may be formal or informal.
5. The waste management policy used in your evidence must cover:
  - reduction
  - re - use
  - re - cycling
  - disposal.
6. Your evidence should include working with customers who are:
  - receptive to environmental initiatives
  - resistant to environmental initiatives.

## Guidance on assessment and evidence requirements

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Please refer to the OCR Customer Service Centre Handbook available from the OCR website:  
[www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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

## 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)