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Unit Title:	**Review the quality of customer service**
OCR unit number	B14
Level:	4
Credit value:	8
Guided learning hours:	53

Unit purpose and aim

People managing customer service need to know how effectively it is being delivered. Without this information, they have no way of knowing if their customers are satisfied and are likely to remain loyal. They also need to know what to do to improve customer service to meet and exceed customer expectations. This unit is about planning how the learner can measure standards of customer service by collecting and analysing information. The learner must develop conclusions and recommendations and then report their findings to relevant people. Most of all, this unit is about approaching the review of customer service quality systematically and making full use of the findings.

Learning Outcomes	Assessment Criteria	Knowledge, Understanding and Skills
The Learner will:	**The Learner can:**	Candidates should have an understanding of:
1 plan how to measure customer service	1.1 identify the features of customer service delivery that affect customer satisfaction 1.2 plan how they will monitor the features of customer service delivery that affect customer satisfaction 1.3 1.3 plan how they will analyse the information they have collected	The policies, procedures and practices of their organisation relating to the delivery of services or products to customers. The policies and procedures of their organisation relating to the development and improvements of customer service policies and delivery. How to identify and monitor features of customer service delivery in their organisation which affect customer satisfaction. How to analyse information collected.

2	collect and analyse information on customer service	2.1 implement their plans for monitoring customer service processes and outcomes 2.2 analyse the monitoring information they have collected 2.3 compare the conclusions of their analysis with the criteria they identified 2.4 adapt their plans if the agreed methods of collecting and analysing information are not proving effective 2.5 communicate the results of their measurement of customer service to colleagues 2.6 agree actions to improve customer service that result from their measurements and analysis	Candidates should have an understanding of: The policies and procedures of their organisation relating to the development and improvements of customer service policies and delivery. How their own role in the organisation complements these policies, procedures and practices. Systems for collecting and monitoring information on customer service, analysing and comparing conclusions. How to communicate results of their analyses to colleagues, adapt plans and agree actions to improve customer service where necessary.
3	understand how to review the quality of customer service	3.1 explain the importance of measuring the quality of customer service 3.2 explain which aspects of the customer service process affect customer satisfaction 3.3 explain how to select the criteria they will use for measurement of customer service 3.4 explain how to construct representative samples 3.5 describe the types of information collection methods they could use 3.6 describe methods of analysing information on the quality of service 3.7 explain how to identify recommendations that flow from their measurement of customer service 3.8 explain the procedures for making recommendations on customer service improvements within their	Candidates should have an understanding of: The policies and procedures of their organisation relating to the development and improvements of customer service policies and delivery. How their own role in the organisation complements these policies, procedures and practices. Systems for collecting and monitoring information on customer service, analysing and comparing conclusions. Candidates must be able to explain: • the importance in monitoring the quality of customer service delivered • which aspects of customer service affect customer satisfaction

	organisation	• how best to select criteria for measurement of customer service in their organisation, construct representative samples • types of information collection and analysis methods to use • how to identify and make recommendations for customer service improvements in their organisation.

Assessment

Specified in the Customer Service Assessment Strategy 2010

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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance 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. You must include evidence of collecting and analysing information that is:

- quantitative

- qualitative.

5. Your communication of the results of your measurements may be face to face, in writing, by telephone, text message, e‑mail, internet (including social networking), intranet or by any other method you would be expected to use within your job role.

6. Your evidence must show that you have communicated the results of your measurements to three of these groups of people:

- front line staff

- supervisors or team leaders

- senior managers

- colleagues in other departments

- service partners.

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**