OCR
Oxford Cambridge and RSA

Unit Title:	**Support customer service improvements**
Unit number	D2
Level:	2
Credit value:	5
Guided learning hours:	33

Unit purpose and aim

Organisations change the way they deliver service to their customers because customer expectations rise and because other organisations improve the services they offer. Often the most important ideas about how to improve customer service come from people dealing directly with customers. The learner's job involves delivering customer service. If the organisation has decided to make changes, it is the learner's job to support them and to present them positively to customers. Also, by listening to customer comments the learner may have their own ideas about how the service they deliver could be improved. This unit is about how the learner provides support for changes that their organisation has introduced. In addition, it covers how the learner presents their own ideas for improvements to someone in their organisation who can authorise trying out the change.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Use feedback to identify potential customer service improvements	**The Learner can:** 1.1 Gather informal feedback from their customers 1.2 Use their organisation's procedures to collect feedback from their customers 1.3 Use the information from their customers to develop a better understanding of their customer service experience 1.4 Identify ways the service they give could be improved based on information they have gathered 1.5 Share their ideas for improving customer service with colleagues	Candidates must have an understanding of: • Different methods for gathering customer feedback • How to evaluate customer feedback • Potential improvements based on the feedback received and how to share this information with others
2 Implement changes in customer service	2.1 Identify a possible change that could be made to improve customer service	Candidates must have an understanding of: • Potential changes which can improve customer service

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.2 Present their idea for improving customer service to a colleague with the appropriate authority to approve the change 2.3 Carry out changes to customer service procedures based on their own idea or proposed by their organisation 2.4 Keep their customers informed of changes to customer service 2.5 Give customers a positive impression of changes that have been made 2.6 Work positively with others to support customer service changes	• How to present their ideas to others • The procedures to be followed when implementing changes • How to keep customers informed of changes • How to work as a team to support the changes to customer service

3 Assist with the evaluation of changes in customer service	3.1 Discuss with others how changes to customer service are working
	3.2 Work with others to identify any negative effects of changes and how these can be avoided
		Candidates must have an understanding of:
		• How to evaluate customer service changes including:
		  - Feedback on how they are working
		  - How to identify negative effects and how these can be avoided
		  - The importance of working with others when evaluating changes

4 Know how to support customer service improvements	4.1 Explain how customer experience is influenced by the way service is delivered 4.2 Identify how customer feedback is obtained 4.3 Explain how to work with others to identify and support change in the way service is delivered 4.4 Describe why it is important to give a positive impression to their customer about the changes made by the organisation even if the learner disagrees with them	Candidates must have an understanding of: • The affect customer service delivery has on the customer experience • How customer feedback is obtained • How to work with others to identify and support changes to customer service • Why it is important to give a positive impression of any changes to the customer

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:

   a contributed to improving customer service through your own efforts
   b contributed to improving customer service by working with others.

5. Your evidence must cover two changes with which you have been actively involved. In each case you must be able to identify the part you played in;

   a linking customer feedback with the reasons for the change
   b implementing the change
   c gathering customer reactions to the change.

6. Your evidence for each change must show how:

   a the change has improved customer service
   b your customers have reacted to the change.

7. Each change that is part of your evidence must be significant enough for a regular customer to notice that the services or products you are delivering are different or that the way you and your colleagues deliver the services or products is different.

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