

Unit Title:	Demonstrate understanding of the rules that impact on improvements in customer service
OCR unit number	F04
Level:	3
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

This unit requires the learner to and understand the all rules that apply to customer service delivered by their organisation and how they apply to the learner and their job.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Demonstrate an understanding of the organisational rules and procedures that impact on customer service improvements	The Learner can: 1.1 identify organisational policies, procedures and practices that may impact on proposed improvements in customer service 1.2 identify procedures and actions needed to gain approval for proposed improvements in customer service 1.3 agree with colleagues or service partners the actions needed to meet organisational requirements when implementing proposed customer service improvements	Candidates should have an understanding of: <ul style="list-style-type: none">• The policies, procedures and practices of their organisation relating to the delivery of services or products to customers and delivery improvements and developments.• The procedures used by their organisation to deliver effective customer service and continuously meet the expectations of customers in different customer service situations.• The procedures in their organisation for individual involvement in proposing and delivering improvements to customer service procedures and practices.• The importance of working with colleagues in a team, and/or service partners in delivering customer service improvements.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Demonstrate an understanding of the legislation and external regulation that impact on customer service improvements</p>	<p>2.1 identify relevant customer related legislation and external legislation that may affect the implementation of customer service improvements</p> <p>2.2 identify relevant general business legislation and external regulation that may affect the implementation of customer service improvements</p> <p>2.3 balance the requirements of legislation and external regulation with the needs of the organisation when implementing customer service improvements</p>	<p>Candidates should have an understanding of:</p> <ul style="list-style-type: none"> • Legislation relevant to business generally and, specifically, customer service policies, procedures and delivery - e.g. data protection, equality, consumer rights - and how it may affect implementation of customer service improvements. • The policies, procedures and practices of their organisation relating to the delivery of services or products to customers and delivery improvements and developments.
<p>3 Understand the rules that impact on improvements in customer service</p>	<p>3.1 describe organisational policies, procedures and practices that they need to take into account when they propose improvements in customer service</p> <p>3.2 explain how to gain approval to change customer service procedures or practices</p> <p>3.3 state the limits of their own authority and who else in the organisation needs to be involved if they cannot authorise improvements alone</p> <p>3.4 explain how they would involve colleagues or service partners in the implementation of improvements</p> <p>3.5 explain relevant legislation and external regulation relating to consumer protection</p> <p>3.6 explain relevant legislation and external regulation relating to data protection</p> <p>3.7 explain relevant legislation and external regulation relating to disability</p>	<p>Candidates should have an understanding of:</p> <ul style="list-style-type: none"> • The policies, procedures and practices of their organisation relating to the delivery of services or products to customers and delivery development. • The procedures used by their organisation to deliver effective customer service and continuously meet the expectations of customers in different customer service situations. • The procedures in their organisation for individual involvement in proposing and delivering improvements to customer service procedures and practices. • The importance of working with colleagues in a team, and/or service partners in delivering customer service improvements. • The limits of their own authority in authorising improvements according to their job role and contract of employment.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>discrimination and equal opportunities</p> <p>3.8 explain relevant legislation and external regulation relating to diversity, inclusion and discrimination for reasons other than disability or equal opportunities</p> <p>3.9 explain relevant legislation and external regulation relating to health and safety of customers and colleagues</p> <p>3.10 compare the need to balance the requirements of legislation and external regulation with the needs and objectives of their organisation</p> <p>3.11 explain legislation and external regulation that affect customer service in their industry in particular</p>	<ul style="list-style-type: none"> • Relevant colleagues/managers in their department/organisation involved in change or development of customer service procedures and delivery. <p>Candidates must be able to explain:</p> <ul style="list-style-type: none"> • How they personally are involved in gaining approval for customer service improvements, who else must be involved and the overall process for agreement and implementation of changes. • Legislation relating to customer service delivery and development - e.g. data protection, equality, consumer rights, health and safety -, especially in their own industry. • The policies, procedures and practices of their organisation relating to the delivery of services or products to customers and delivery improvements and developments and how to balance these with the requirements of relevant legislation..

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 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 with different customers on different occasions for your assessor to be confident that you are competent.
4. The 'organisation' from which you draw your evidence must be the organisation you work for. The 'organisation' may be the whole of the organisation or the business unit, division or department with which you are involved.

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