



Unit Title:	Customer Care in ICT
OCR unit number	16
Level:	3
Credit value:	12
Guided learning hours:	100
Unit reference number:	F/500/7159

Candidates undertaking this unit must complete real work activities in a work environment. Simulation is only allowed in exceptional circumstances (please refer to the centre handbook for further details).

Unit purpose and aim

Candidates will be able to analyse customer types and requirements, whilst managing customer expectations. Research the varying workplace cultures that exist and apply communication techniques.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Understand how to provide ICT customer care by developing customer relationships</p>	<p>The Learner can:</p> <p>1.1 Describe the uses of interpersonal communication techniques</p> <p>1.2 Explain the different approaches and methods used for supporting technical and non-technical customers</p> <p>1.3 Describe the organisational requirements for ICT customer care</p> <p>1.4 Explain the effect of ICT customer care on the rest of the organisation</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> different types of communication techniques (verbal and non-verbal) including how and when they are used the difference between hearing and listening the use of positive and negative language what creates barriers to listening the different types of questioning techniques eg open, closed, probing <p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> communicating effectively with technical and non-technical customers. They must have an understanding of the different verbal and non-verbal communication techniques which can be used.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • the organisational requirements for dealing with ICT customers and the effect that ICT customer care has on all areas of the organisation.
<p>2 Be able to provide ICT customer care by developing customer relationships</p>	<p>2.1 Monitor compliance with organisational requirements for ICT customer support</p> <p>2.2 Follow organisational guidelines and procedures to communicate with customers</p> <p>2.3 Interact effectively with customers to achieve agreed outcome</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • how to monitor ICT customer supported and how it meets the requirements of their organisation • the organisational guidelines and procedures to be followed when communicating with customers • how to interact with customers effectively
<p>3 Be able to contribute to improving the delivery of service</p>	<p>3.1 Describe the implications of customer satisfaction for the business</p> <p>3.2 Describe the methods of measuring customer satisfaction levels</p> <p>3.3 Suggest improvements to ICT service delivery</p> <p>3.4 Handle complaints from customers following organisational guidelines</p> <p>3.5 Gather specified customer satisfaction information</p> <p>3.6 Analyse specified customer satisfaction information</p> <p>3.7 Report on specified customer satisfaction information</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • how to gather customer service satisfaction data and analyse it to identify potential improvements • the organisational policies and procedures for dealing within customer complaints including: <ul style="list-style-type: none"> - Limits to their responsibility - Escalation procedures • the implications of positive and negative customer satisfaction for their organisation • how to report customer service satisfaction information

Assessment

Candidates undertaking this unit must complete real work activities in order to produce evidence to demonstrate they are occupationally competent. Real work is where the candidate is engaged in activities that contribute to the aims of the organisation by whom they are employed, for example in paid employment or working in a voluntary capacity.

Simulation is only allowed for aspects of units when a candidate is required to complete a work activity that does not occur on a regular basis and therefore opportunities to complete a particular work activity do not easily arise. When simulation is used, assessors must be confident that the simulation replicates the workplace to such an extent that candidates will be able to fully transfer their occupational competence to the workplace and real situations.

Internal quality assurance personnel must agree the use of simulated activities before they take place and must sample all evidence produced through simulated activities.

It is the assessor's role to satisfy themselves that evidence is available for all performance, knowledge and evidence requirements before they can decide that a candidate has finished a unit. Where performance and knowledge requirements allow evidence to be generated by other methods, for example by questioning the candidate, assessors must be satisfied that the candidate will be competent under these conditions or in these types of situations in the workplace in the future. Evidence of questions must include a written account of the question and the candidate's response. Observations and/or witness testimonies must be detailed and put the evidence into context ie the purpose of the work etc.

All of the assessment criteria in the unit must be achieved and clearly evidenced in the submitted work, which is externally assessed by OCR.

Evidence for the knowledge must be explicitly presented and not implied through other forms of evidence.

Evidence requirements

All aspects of the assessment criteria must be covered and evidence must be available that shows where and how the assessment criteria have been achieved.

Assessment Criterion 1.1

Candidates must describe:

- different communication techniques including verbal and non-verbal and explain how and when they are used
- different listening techniques and explain the difference between hearing and listening
- different questioning techniques and describe what they are and when they are used
- the difference between positive and negative language including spoken, written and body language
- the barriers to listening and how they can be addressed

Evidence should be in the form of a report or a PowerPoint presentation with detailed speaker notes.

Assessment Criterion 1.2

Candidates must describe how to communicate effectively with technical and non-technical customers. They must explain how a range of verbal and non-verbal techniques can be used. These could be supported by actual examples of written communication that they have used, created or explanations of non-verbal techniques that they have used.

Evidence can be in the form of a report or a PowerPoint presentation with detailed speaker notes.

Assessment Criteria 1.3 and 1.4

Candidates must describe the requirements of their organisation with respect to ICT customer care. They must describe the policies and procedures in place to support customers. They must also explain how ICT customer care can affect the rest of the organisation.

Evidence can be in the form of a report or a PowerPoint presentation with detailed speaker notes.

Assessment Criteria 2.1, 2.2, 2.3

Candidates are required to provide performance evidence of following organisational guidelines and procedures when communicating and interacting with customers. This evidence could be in the following formats or a combination thereof:

- detailed witness testimony from an expert witness within their organisation
- detailed assessor observation of the candidate interacting with customers
- personal statements produced by the candidate providing examples of how they have followed organisational guidelines and procedures when communicating and interacting with customers. This could be further authentication by an expert witness within their organisation.

Candidates must also provide evidence of monitoring compliance with organisational requirements for customer support. This could be in the form of a report, log, diary etc.

Assessment Criteria 3.1, 3.2, 3.3, 3.4, 3.5, 3.6 and 3.7

Candidates must provide evidence of:

- describing the implications of customer satisfaction for the business
- describing the methods of measuring customer satisfaction levels

This could be presented through a report or PowerPoint presentation with detailed speaker notes.

Candidates must also provide evidence of:

- handling customer complaints whilst following organisational guidelines
- gathering specific customer satisfaction information
- analysing specific customer satisfaction information
- reporting on specific customer satisfaction information
- suggesting improvements to ICT service delivery

This could be evidence through a report describing complaints that they have handled. The candidate could include statistical information that they have gathered in relation to customer satisfaction and provide an analysis of the data. They could then provide a report on their findings and make recommendations for improvements.

Alternatively a candidate could provide the following evidence:

- handling customer complaints whilst following organisational guidelines

This could be evidenced through detailed expert witness testimonies, assessor observations, candidate reports providing examples.

- gathering specific customer satisfaction information
- analysing specific customer satisfaction information

This could be evidenced through providing copies of logs/records containing customer satisfaction information with evidence of the candidate analysing the data.

- reporting on specific customer satisfaction information
- suggesting improvements to ICT service delivery

The candidate could produce a report or a PowerPoint presentation with detailed speaker notes in order to present their findings and identifying potential improvements.

Candidates are encouraged to choose activities which will allow them to cover all or a majority of the criteria at one time. It is not necessary to use different activities for each element of the criterion.

Guidance on assessment and evidence requirements

Evidence can reflect how the candidate carried out the process or it can be the product of a candidate's work or a product relating to the candidate's competence.

For example: The process that the candidate carries out could be recorded in a detailed personal statement or witness testimony. It is the assessor's responsibility to make sure that the evidence a candidate submits for assessment meets the requirements of the unit.

Questioning the candidate is normally an ongoing part of the assessment process, and is necessary to:

- test a candidate's knowledge of facts and procedures
- check if a candidate understands principles and theories *and*
- collect information on the type and purpose of the processes a candidate has gone through.
- candidate responses must be recorded

It is difficult to give a detailed answer to how much evidence is required as it depends on the type of evidence collected and the judgement of assessors. The main principles, however, are as follows: for a candidate to be judged competent in a unit, the evidence presented must satisfy:

- all the items listed, in the section 'Learning Outcomes'
- all the areas in the section 'Assessment Criteria'

The quality and breadth of evidence provided should determine whether an assessor is confident that a candidate is competent or not. Assessors must be convinced that candidates working on their own can work independently to the required standard.

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 .