

Unit Title:	Do your job in a customer friendly way
Unit number	B1
Level:	1
Credit value:	5
Guided learning hours:	33

Unit purpose and aim

The customer service that the learner's organisation gives is affected by the way they do their job. Whatever job the learner is doing, customers expect them to do it properly. They also expect the learner to consider their wishes and feelings while they are doing it. Doing their job properly involves following procedures and doing the tasks in their job correctly as well as having the appropriate relationship with customers. This Unit covers how the learner does their job with their customer in mind in a way that the organisation and supervisors find acceptable. It will help the learner to understand the parts of their job that are most important to good customer service.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Do their job in a customer friendly way	The Learner can: 1.1 Make a good first impression 1.2 Follow the dress code of their organisation and present the right personal image to their customers 1.3 Do the tasks that make up their job in a way that shows they know what their customers expect and what their organisation offers 1.4 Show consideration to customers when carrying out the tasks required in their job 1.5 Respond willingly to routine requests and questions from customers and recognise when to pass a request on to an appropriate colleague	Candidates must have an understanding of: <ul style="list-style-type: none">• The importance of making a good impression and how this can be achieved• The dress code required for their organisation• The tasks that they have to carry out and how to consider the needs of their customers• The limits of their knowledge and ability and who to refer to• The importance of keeping customers up-to-date and how this can be achieved• The importance of being able to work flexibly, yet ensuring that the needs of all their customers are met within an appropriate timescale

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.6 Share information with customers about how delivery of the product or service is going 1.7 Work flexibly to help individual customers without reducing the level of service they give to others 1.8 Share information with colleagues when they need it to provide good customer service	<ul style="list-style-type: none"> The importance of sharing information with colleagues and how this can be achieved
2 Know how to do their job in a customer-friendly way	2.1 Describe their organisation's dress code 2.2 Describe how to do the tasks that make up their job 2.3 Identify how long parts of the job take to do and how this may affect their customers 2.4 Describe how to do their own work in an organised way 2.5 Identify what their customers expect of them and their work 2.6 Identify the organisations service offer and how this affects the way they do their work 2.7 State what they are allowed to do and not allowed to do for customers 2.8 State how to do their job in a way that is healthy and safe for them, their customers and their colleagues	Candidates must have an understanding of: <ul style="list-style-type: none"> The dress code required by their organisation The tasks that have to be carried out in order to carry out their job role The timescales involved when carrying out tasks and the effects on their delivery of customer service Customer expectations in relation to the delivery of customer service The customer service offer of their organisation How the customer service offer affects the way they carry out their work The limits of their responsibility when dealing with customers The health and safety procedures that they must follow when delivering customer service

Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

Evidence requirements

- Wherever possible your evidence should be based on 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 based on a realistic working environment or a work

placement is permissible. Simulation is not allowed for any 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. Your evidence must show that you have done your job in a customer-friendly way:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job
5. You need to include evidence that you are doing your job in a customer-friendly way for customers who are:
 - a easy to deal with
 - b difficult to deal with

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