

Unit Title:	Recognise and deal with customer queries, requests and problems
Unit number	C1
Level:	1
Credit value:	5
Guided learning hours:	33

Unit purpose and aim

No matter how good the learner is at providing consistent and reliable customer service, some of their customers will from time to time expect more. They can signal this in various ways and when they do the learner must know how to handle it. Sometimes customers ask different questions and request special treatment. The learner may be able to help them and they certainly need to know who to ask for help if necessary. Some customers may be dissatisfied with the service and may present a problem. The learner's job is to recognise that there is a problem and make sure that the appropriate person deals with it.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will: 1 Recognise and deal with customer queries and requests	The Learner can: 1.1 Know how to recognise and deal with customer queries, requests and problems 1.2 Seek information or help from a colleague if they cannot answer their customer's query or request 1.3 Obtain help from a colleague if they are not able to deal with their customer's request 1.4 Always tell their customer what is happening	Candidates must have an understanding of: <ul style="list-style-type: none"> • How to deal with customer queries and requests • Who to refer to for help and support • The importance of keeping their customer informed
2 Recognise and deal with customer problems	2.1 Recognise when something is a problem from the customer's point of view 2.2 Avoid saying or doing anything which may make the problem worse	Candidates must have an understanding of: <ul style="list-style-type: none"> • How to recognise customer problems based on what they say or do • How what they say or do can make the problem worse

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.3 Deal with a difficult customer calmly and confidently 2.4 Recognise when to pass a problem on to an appropriate colleague 2.5 Pass the problem on to their colleague with the appropriate information 2.6 Check that the customer knows what is happening	<ul style="list-style-type: none"> • How to deal with a difficult customer • The limits of their ability and/or authority when dealing with problems and who to refer to • How to ensure that the customer knows what is happening
3 Know how to recognise and deal with customer queries, requests and problems	3.1 List who in the organisation is able to give help and information 3.2 State the limits of what they are allowed to do 3.3 Identify what professional behaviour is 3.4 Describe how to speak to people who are dissatisfied 3.5 Describe how to deal with difficult people 3.6 State what customers normally expect 3.7 Identify how to recognise a problem from what a customer says or does 3.8 Describe what kinds of behaviours/actions would make situations worse 3.9 List the organisational procedures they must follow when they deal with problems or complaints 3.10 Identify the types of behaviour that may make a problem worse	Candidates must have an understanding of: <ul style="list-style-type: none"> • Who they can refer to for help and information • The limits of their authority • How to speak to dissatisfied customers • How to deal with difficult customers • Customer expectations when they have requests and/or problems • How to recognise when a customer has a problem • Behaviours/actions which can make the situation worse • The organisational procedures for dealing with problems/complaints

Assessment

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

Evidence requirements

1. 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 also allowed for evidence within this Unit but ideally this should be based on either previous or existing experience from a work placement, a realistic working environment or real work. (*Guidelines for the assessment of Simulated*

Activities and 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 include examples of problems which are:
 - a brought to your attention by customers
 - b identified first by you and/or by your colleagues
5. The problems included in your evidence must include examples of:
 - a a difference between customer expectations and what is offered by your organisation
 - b a problem resulting from a system or procedure failure

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