



Oxford Cambridge and RSA

OCR Level 2 NVQ Certificate in Team Leading – Unit 14

Unit Title:	Manage customer service in own area of responsibility (F17)
OCR Unit Number:	14
Unit Number:	D/600/9804
Level:	3
Credit value:	4
Guided learning hours:	25

Unit purpose and aim

This unit will ensure that learners are able to explain customer service standards to support staff and monitor customer service performance in own area of responsibility.

Learning Outcomes	Assessment Criteria	Exemplification
1 Be able to establish and communicate measurable customer service standards for own area of responsibility.	<p>1.1 State organisational, legal and regulatory requirements for customer service standards.</p> <p>1.2 Explain expected standards for customer service performance to employees in own area of responsibility.</p> <p>1.3 Describe measurement criteria to monitor customer service performance.</p>	<p>This may include:</p> <ul style="list-style-type: none">• Measurable standards• Regulations relating to organisational needs• Expected internal standards. <p>This may include:</p> <ul style="list-style-type: none">• Awareness of who is the customer• Service agreements• Standards for organisation in relation to Customer service. <p>This may include:</p> <ul style="list-style-type: none">• Variance in demand• Contingencies• Specialist knowledge• Staff autonomy• Customer feedback• Targets• Problems and improvement opportunities.
2 Be able to support staff in meeting customer service standards.	2.1 Identify staff and other resources to meet customer service standards.	<p>This may include:</p> <ul style="list-style-type: none">• Staff with specialist knowledge, such as product, service levels and interpersonal skills

Learning Outcomes	Assessment Criteria	Exemplification
	<p>2.2 Communicate roles and responsibilities to employees and provide support.</p> <p>2.3 Describe how to resolve customer service queries within own organisation's policy.</p>	<ul style="list-style-type: none"> Resources such as, planning systems, materials and supply. <p>This may include: Detail of roles such as:</p> <ul style="list-style-type: none"> Level of autonomy Support available. <p>This may include:</p> <ul style="list-style-type: none"> Time frame of complaint response Standards of customer service in organisation Level of input and responsibility Referrals to specialists.
<p>3 Be able to monitor and evaluate customer service performance, systems and processes.</p>	<p>3.1 Monitor customer service performance against established criteria.</p> <p>3.2 Analyse feedback from staff and customers on the quality of customer service.</p> <p>3.3 Evaluate customer feedback and identify areas for improvement.</p> <p>3.4 Recommend changes to customer service processes or standards based on performance evaluation.</p>	<p>This may include:</p> <ul style="list-style-type: none"> Evaluations from customers and staff Perceptions of level of service, by customers and staff. <p>This may include:</p> <ul style="list-style-type: none"> At all points of service provision Staff and customers Response times to challenges within customer service. <p>This may include:</p> <ul style="list-style-type: none"> Data available, response times, delays, positive and negative feedback. <p>This may include:</p> <ul style="list-style-type: none"> Delivery times Quality of services or goods Standards, interpersonal and perceptions.

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which will need to be made available to the OCR external verifier.

Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. Assessment must be based on naturally occurring evidence from the workplace.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities. Simulation is not allowed for this unit.

Guidance on assessment and evidence requirements

You should consult with your assessor to agree the most appropriate sources of evidence available to you in your environment. Examples of possible sources of evidence are shown below but this is not a definitive list nor are the examples shown mandatory:

- Professional discussion with your assessor in respect of customer service needs in your area of responsibility
- Plan for customer service management within your organisation
- Key performance indicators and monitoring information regarding customers
- Customer service analyses that you have conducted
- Reports you have written in respect of the impact on achieving customer service objectives

Details of relationship between the unit and national occupational standards

This unit is based on the NOS produced by the Management Standards Centre (MSC)

Management and Leadership NOS unit F17 Manage the delivery of customer service in your area of responsibility

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Resources

Stationery or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

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

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Evidence Record Sheet

Unit 14 Manage customer service in own area of responsibility (F17)

I confirm that the evidence provided is a result of my own work.

Signature of candidate: _____ Date: _____

Evidence reference	Evidence title	Assessment method	LO1			LO2			LO3			
			1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	3.4

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: _____ Name (in block capitals): _____ Date: _____

Countersignature of qualified assessor (if required) and date: _____

IV initials (if sampled) and date: _____ Countersignature of qualified IV (if required) and date: _____

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