

Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

1 Unit Details

Unit Title:	Provide Excellent Customer Service
Unique Reference Number:	R/506/7771
Level:	Level 3
Credit Value:	6
Minimum GLH:	40

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know what makes good customer service.	1.1 Explain the importance of effective teamwork for the delivery of excellent customer service.
	1.2 Identify methods of dealing with different types of customers to achieve customer satisfaction.
	1.3 Explain the importance of effective communication in the delivery of excellent customer service.
	1.4 Describe how customer service practitioners can ensure their communication with diverse groups of customers is effective.
2. Understand the value of good customer service.	2.1 Explain how customers form their expectations of customer service.
	2.2 Describe how customer service can contribute to best value in organisations.
	2.3 State how customer service can provide a competitive advantage for commercial organisations.
	2.4 Outline the importance of continuous improvements within customer service.

3. Know about customer service offers.	3.1 Describe how customer service offers are designed to meet customer expectations.
	3.2 Identify how service offers are affected by resource limitations.
	3.3 Identify the impact that service offers may have on different people in the service chain.
	3.4 Outline why organisations need to balance customer satisfaction with organisational goals.
4. Understand factors affecting the service offers of organisations.	4.1 Explain the importance of following organisational procedures in the delivery of customer service.
	4.2 Compare the different approaches to customer service across industries.
	4.3 Describe features of services or products that can influence customer service delivery.
	4.4 Justify ethical and value based approaches of organisations to customer service.
	4.5 Explain how personal behaviour affects the success of any changes to customer service delivery.
	4.6 Outline legislation that impacts on customer service.
	4.7 Outline external regulation that impacts on customer service.
5. Understand how organisational policies and procedures can impact on customer service improvements.	5.1 Outline types of organisational policies and procedures that need to be taken into account when proposing improvements in customer service.
	5.2 Explain how to gain approval to change customer service procedures.
	5.3 Identify the limitations of the roles of customer service practitioners.
	5.4 Identify who needs to be involved if customer service practitioners cannot authorise improvements alone.
	5.5 Explain strategies that can be used to involve colleagues or service partners in the implementation of improvements.