

Unit Title: Deliver, Monitor and Evaluate Customer Service to External Customers	
Level:	Three
Credit Value:	3
GLH:	12
OCNLR Unit Code:	PA1/3/LQ/044
Ofqual Unit Reference Number:	J/508/4003

This unit has 10 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the meaning of external customers.	1.1. Describe what is meant by external customers.
2. Know the types of products and services relevant to external customers.	2.1. Describe the products and services offered by the organisation to external customers.
3. Understand how to deliver customer service that meets or exceeds external customer expectations.	3.1. Explain the purpose and value of identifying customer needs and expectations. 3.2. Explain why customer service must meet or exceed customer expectations. 3.3. Explain the value of meeting or exceeding customer expectations. 3.4. Explain the purpose and value of building positive working relationships.
4. Understand the purpose of quality standards and timescales for customer service to external customers.	4.1. Identify quality standards for own organisation and work. 4.2. Explain the value of agreeing quality standards and timescales. 4.3. Explain how to set and meet quality standards and timescales with external customers.
5. Understand how to deal with customer service problems for external customers.	5.1. Describe the types of problems that external customers may have. 5.2. Explain the consequences of not meeting external customer needs and expectations. 5.3. Explain ways of dealing with external customer services problems. 5.4. Explain the purpose and value of a complaints procedure.

<p>6. Understand how to monitor and evaluate external customer service and the benefits of this.</p>	<p>6.1. Explain the purpose and benefits of monitoring external customer satisfaction and how to do so. 6.2. Describe techniques for collecting and evaluating external customer feedback. 6.3. Explain the benefits of continuous improvement.</p>
<p>7. Be able to build positive working relationships with external customers.</p>	<p>7.1. Identify external customers. 7.2. Confirm external customer needs in terms of products and services. 7.3. Confirm external customer needs in terms of quality standards and timescales. 7.4. Agree procedures to be followed if external customer needs are not met.</p>
<p>8. Be able to deliver external customer services to agreed quality standards and timescales.</p>	<p>8.1. Provide external customer service(s) to agreed quality standards. 8.2. Provide external customer service(s) to agreed timescales. 8.3. Check external customer needs and expectations have been met.</p>
<p>9. Be able to deal with customer service problems and complaints for external customers.</p>	<p>9.1. Follow procedures, within agreed timescale, to a) process problems and complaints b) resolve problems and complaints c) refer problems and complaints, where necessary.</p>
<p>10. Be able to monitor and evaluate services to external customers.</p>	<p>10.1. Obtain and record external customer feedback. 10.2. Analyse and evaluate external customer feedback. 10.3. Take actions that will lead to improvement in service(s) to external customers</p>

Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

P = Prescribed This assessment method *must* be used to assess all or part of the unit.

O = Optional This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	
Written question & answer/test/exam	O	Role play/simulation	
Essay	O	Practical demonstration	P
Report		Group discussion	
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	
Reflective log/diary		Practice file	