Support customers through real-time online customer service

iTEC

VRQ

UBU34

Learner name:

Learner number:

A/506/2161

VTCT is a UK Government-approved awarding organisation which has awarded world class qualifications since 1962. Through our strategic approach to sectors we support, we aim to advance education, research and the public dissemination of knowledge, by helping to introduce new initiatives into the education system, to improve the employability and career prospects of learners.

More than 1000 approved centres now work with VTCT, and the ever-expanding list extends across the UK, Ireland, and internationally. We acquired the internationally recognised awarding organisation and examination board iTEC in 2016, adding to our footprint. We also acquired education technology specialists Digital Assess in the same year, adding value for training providers with technology that can digitally capture and assess learners online, amongst other innovations.

iTEC was founded by Dr W.E. Arnould-Taylor who in 1947 was a distinguished physiologist who became a Fellow of the Royal Society of Medicine. Both Dr Arnould-Taylor and Wallace Sharps the founder of VTCT, devoted their lives to developing the standing of the industry and the furtherance of education in the sector. Today iTEC has a close working relationship with over 650 centres worldwide including Europe, South Africa, Asia Pacific and the USA.

VTCT is a registered charity investing in education and skills but also giving to good causes in the area of facial disfigurement.

Statement of unit achievement

By signing this statement of unit achievement you are confirming that all learning outcomes, assessment criteria and range statements have been achieved under specified conditions and that the evidence gathered is authentic.

This statement of unit achievement table must be completed prior to claiming certification.

Unit code	Date achieved	Learner signature	Assessor initials	IQA signature (if sampled)

Assessor tracking table

All assessors using this Record of Assessment book must complete this table. This is required for verification purposes.

Assessor name	Assessor signature	Assessor initials	Assessor number (optional)

Support customers through real-time online customer service

UBU34

The aim of this unit is to develop your knowledge, understanding and skills to assist customers on real-time support of online customer service. You will learn how to guide customers through the online system until they are able to complete tasks on their own.
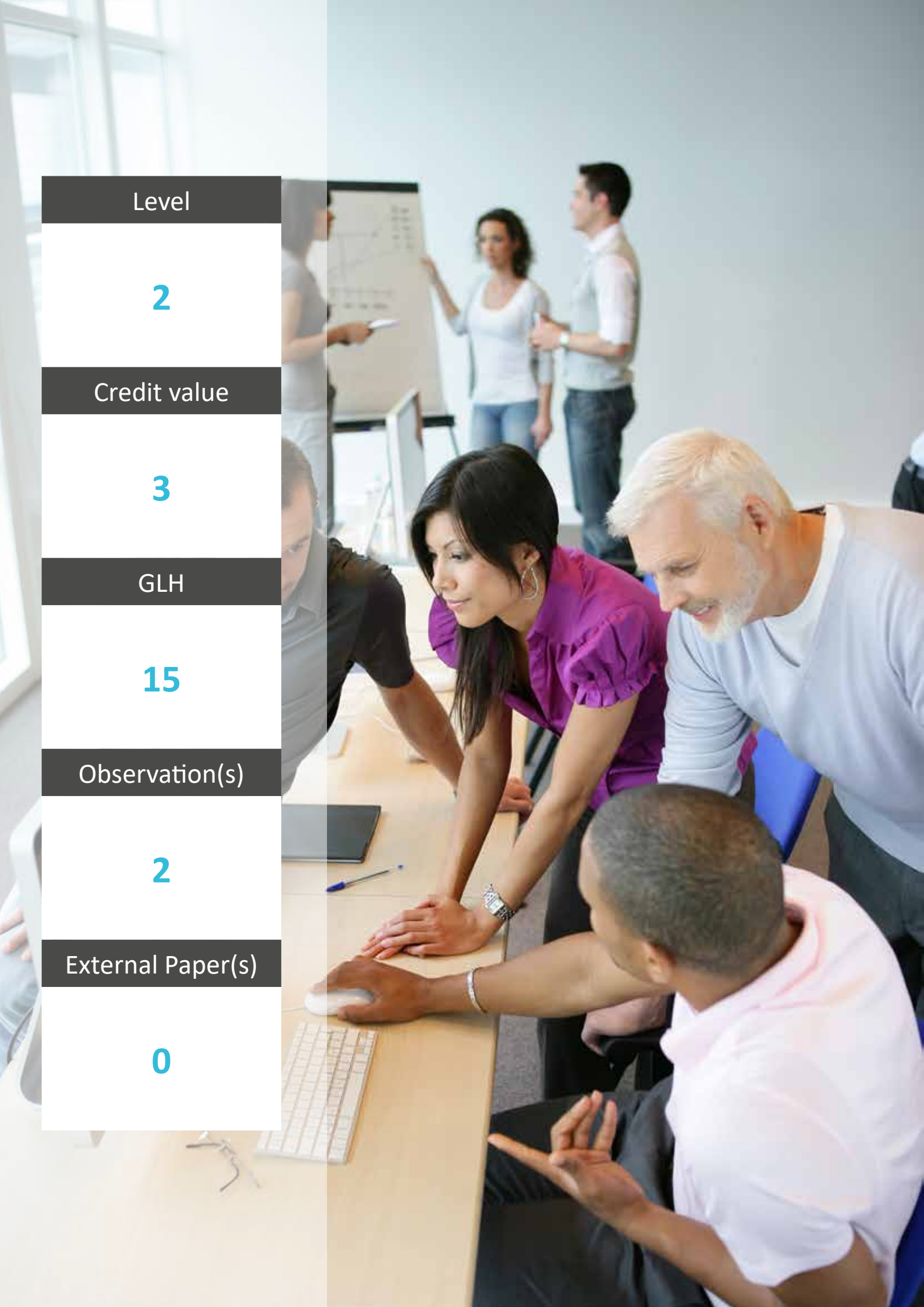
Level	
2	

Credit value	
3	

GLH	
15	

Observation(s)	
2	

External Paper(s)	
0	

Learning outcomes

On completion of this unit you will:

1. Be able to establish the customer service support needed by customers

2. Be able to support online customer service in real-time

3. Understand how to support customers through real-time online customer service

Evidence requirements

1. **Environment**
    Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).

2. **Simulation**
    Simulation is not allowed in this unit.

3. **Observation outcomes**
    Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

    Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

    You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. **Knowledge outcomes**
    There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

5. **Tutor/Assessor guidance**
    Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

    You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

    For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on www.vtct.org.uk under the relevant qualification page.

6. **External paper**
    There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Relationship to National Occupational Standards

Customer Service (2013) National Occupational Standards:

- CFACSD4 Support customers using online customer services

Learning outcome 1

Be able to establish the customer service support needed by customers

You can:

a. Identify customers' familiarity with the site

b. Identify the difficulties faced by customers when navigating websites

c. Identify the support for customers that will meet their needs

*May be assessed by supplementary evidence.

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Learning outcome 2

Be able to support online customer service in real-time

You can:

a. Step through screen sequences while the customer operates the system

b. Communicate with customers in terms they can understand

c. Inform customers of what is happening and why certain steps are required

d. Adhere to organisational policies and procedures, legal and ethical requirements when supporting customers through on-line customer service

*May be assessed by supplementary evidence.

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

*This is not an exhaustive list.

Knowledge
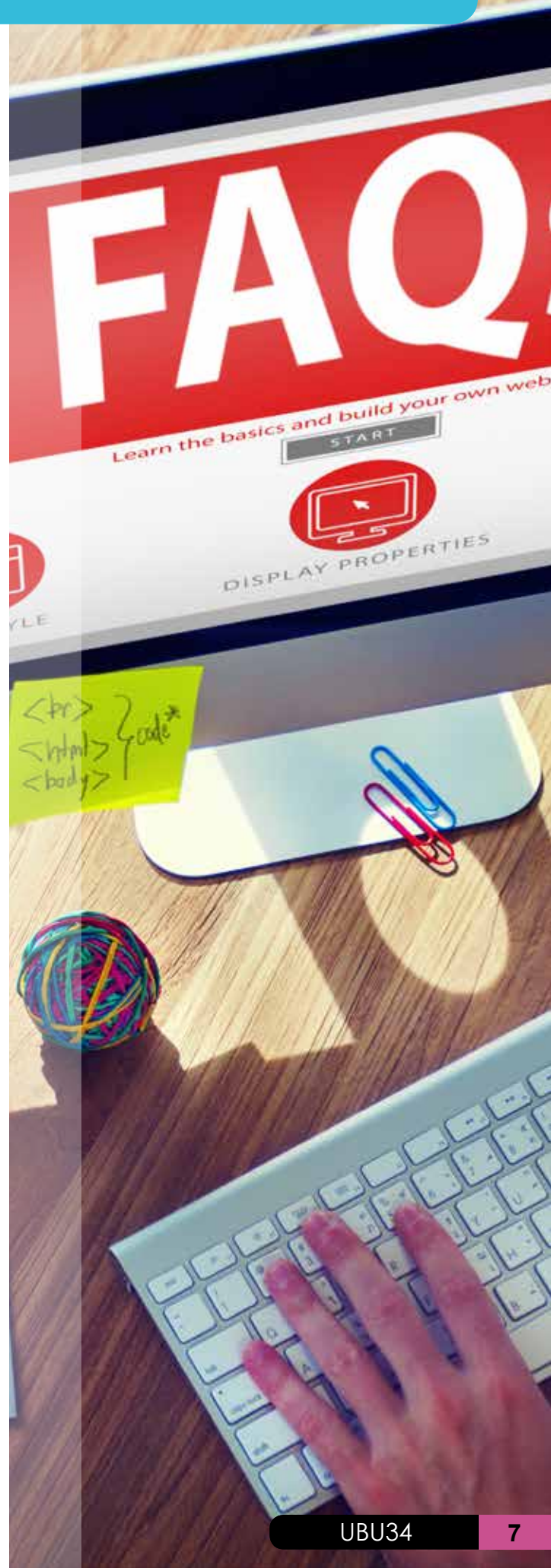
Learning outcome 3

Understand how to support customers through real-time online customer service

You can:	Portfolio reference
a. Explain how an organisation's online customer service system works	
b. Explain how to navigate own customer service site	
c. Describe the questioning techniques that may be used when supporting customers through real-time on-line customer services	
d. Explain how to adapt own communication style to meet customers' ability to use online systems	

Notes

Use this area for notes and diagrams