

VRQ

Learner name:

UBU61

Learner number:

D/506/2153





VTCT

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.

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

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.

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

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

[illegible]

Champion customer service

UBU61

The aim of this unit is to develop your understanding and knowledge of being a champion of customer service. You will be constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on your knowledge and expertise.

Staff with high levels of responsibility for customer service have an important role to play as champions of excellent service within their organisations. They should promote customer service to service partners, without whom their organisation cannot deliver reliable and excellent customer service. They need to have a great deal of knowledge and expertise from which others can benefit.

Level

4

Credit value

4

GLH

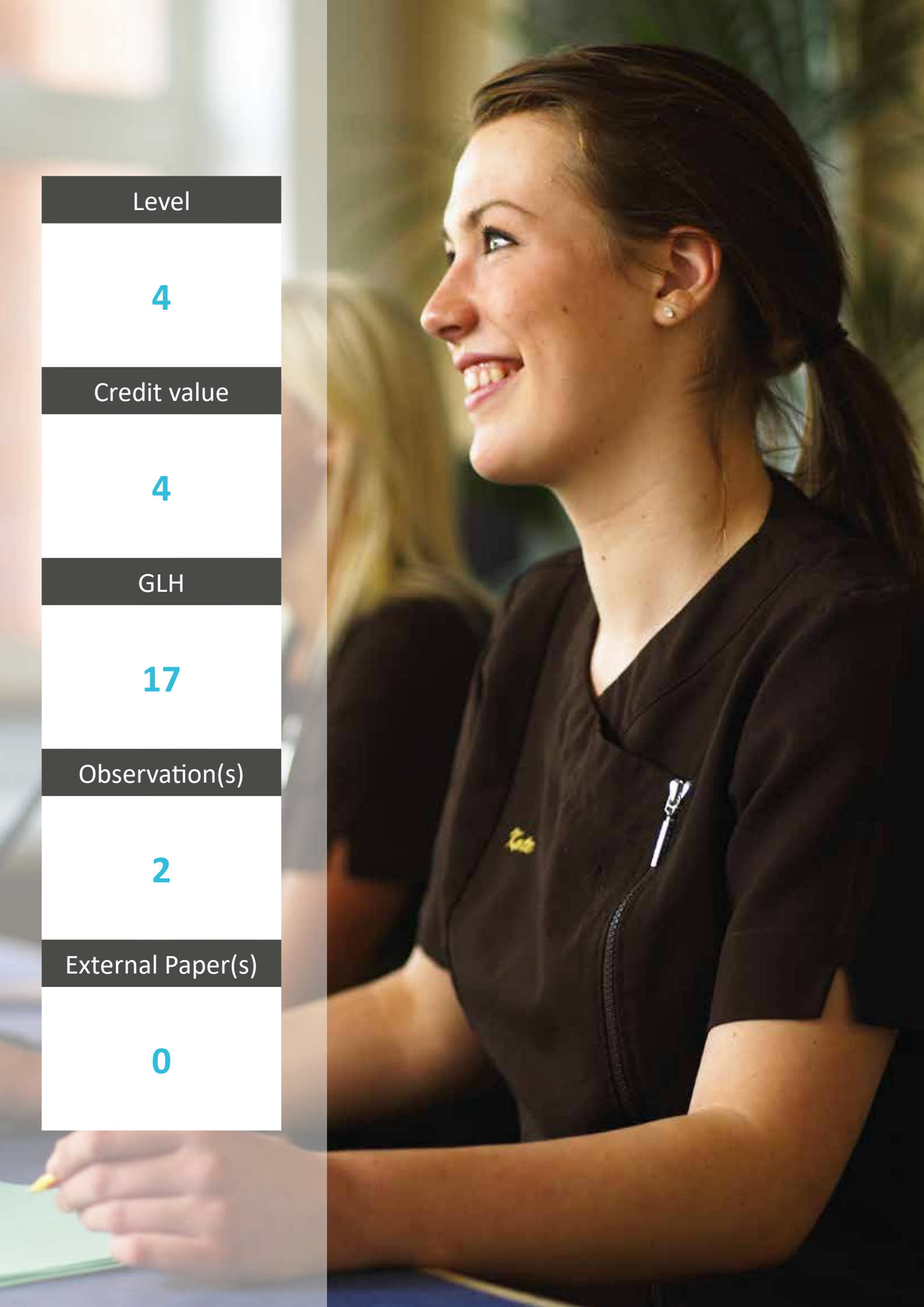
17

Observation(s)

2

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Be able to champion customer service
2. Understand how to champion customer service
3. Be able to identify the scope for improvements to 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

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:

- CFACSA17 Champion customer service

Learning outcome 1

Be able to champion customer service

You can:

- a. Promote the role of customer service within an organisation's operational plans
- b. Inform individual staff members about their role in championing customer service
- c. Promote the benefits of effective customer service
- d. Provide validated customer service advice and information to colleagues
- e. Support others to identify areas for improvement to customer service
- f. Monitor the effectiveness of advice and information given
- g. Take actions to ensure that customer service delivery meets agreed standards

*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.

Learning outcome 2

Understand how to champion customer service

You can:	Portfolio reference
a. Evaluate the importance of viewing operations from the customer's viewpoint	
b. Analyse the role of service partners in providing customer service	
c. Evaluate the effectiveness of information collection systems and reports	
d. Describe organisational decision-making processes and limits of own authority	
e. Assess the suitability of a range of monitoring techniques to identify opportunities for customer service improvements	
f. Describe activities that give added value to the service chain	

Learning outcome 3

Be able to identify the scope for improvements to customer service

You can:	Portfolio reference
a. Monitor customer service delivery to identify issues that are important to customer service	
b. Analyse the implications of improvements to customer service	
c. Identify customer service issues relating to new products and/or services	
d. Identify the strategic and managerial implications of changes to customer service and the service offer	

Notes

Use this area for notes and diagrams





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