



**ITEC**

# Manage a customer service award programme

VRQ

Learner name:

UBU63

Learner number:

L/506/2181





# Manage a customer service award programme

## UBU63

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The aim of this unit is to develop your knowledge, understanding and skills of the competences involved in managing a customer service award programme.

A customer service award programme can make a valuable contribution to your organisation's customer service strategy, serving the dual role of motivating team members and displaying to customers your commitment to customer service.

Level

4

Credit value

4

GLH

15

Observation(s)

0

External Paper(s)

0



### Learning outcomes

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#### On completion of this unit you will:

1. Understand the management of a customer service award programme
2. Be able to plan a customer service award programme
3. Be able to manage a customer service award programme

### Evidence requirements

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#### 1. 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.

#### 2. 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](http://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](http://www.vtct.org.uk) under the relevant qualification page.

#### 3. External paper

There is no external paper requirement for this unit.

# Developing knowledge

## Achieving knowledge outcomes

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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.

## Relationship to National Occupational Standards

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Customer Service (2013) National Occupational Standards:

- CFACSD17 Manage a customer service award programme

## Learning outcome 1

Understand the management of a customer service award programme

You can:	Portfolio reference
a. Justify the reasons for an award programme	
b. Explain how to make use of a customer service award programme as a promotional tool	
c. Explain the likely impact of organisational culture on a customer service award programme	
d. Explain the requirements of a business case for a customer service award programme	

## Learning outcome 2

Be able to plan a customer service award programme

You can:	Portfolio reference
a. Define specific, measurable, achievable, realistic and time-bound (SMART) objectives for the award programme	
b. Evaluate the benefits, drawbacks and costs of different options for a customer service award programme	
c. Select the option that best meets the objectives of the award programme	
d. Develop a plan that specifies roles, responsibilities, actions, resources, contingencies and timescales	
e. Develop award criteria that are transparent and fair	

## Learning outcome 3

Be able to manage a customer service award programme

You can:	Portfolio reference
a. Promote the award programme with the dual purpose of motivating team members and engaging customers	
b. Take action to ensure that award winners are recognised in a way that demonstrates organisational commitment to excellent customer service	
c. Evaluate the effectiveness of a customer service award programme	

# Notes

Use this area for notes and diagrams



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# Notes

Use this area for notes and diagrams



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