

## 2.2 OCR Level 3 Diploma in Customer Service

### Rule of combination

To achieve this qualification a candidate must achieve the following:

minimum credit of	55
credit from mandatory Group A	31
minimum credit from optional Group B	15
maximum credit from optional Group C	9
minimum credit at Level 3 or above	40

There are no equivalencies or exemptions for this qualification.

### Units for Level 3 Diploma in Customer Service

OCR Unit No	Unit title	Unit Reference No (URN)	Credit value	Level	GLH
<b>Group A: Mandatory units</b>					
1	Organise and deliver customer service	L/506/2150	5	3	27
2	Understand the customer service environment	Y/506/2152	5	3	40
3	Understand customers and customer retention	J/506/2910	4	3	35
4	Resolve customers' problems	K/506/2169	4	3	19
5	Principles of business	D/506/1942	10	3	74
6	Manage personal and professional development	T/506/2952	3	3	12
<b>Group B: Optional units</b>					
7	Develop resources to support consistency of customer service delivery	Y/506/2166	5	3	21
8	Use service partnerships to deliver customer service	D/506/2167	3	3	20
9	Resolve customers' complaints	R/506/2151	4	3	22
10	Gather, analyse and interpret customer feedback	D/506/2170	5	3	24
11	Monitor the quality of customer service interactions	K/506/2172	5	3	27
12	Communicate verbally with customers	D/506/2119	3	2	14

13	Communicate with customers in writing	T/506/2126	3	2	20
14	Promote additional products and/or services to customers	L/506/2133	2	2	14
15	Exceed customer expectations	Y/506/2135	3	2	15
16	Deliver customer service whilst working on customer's premises	T/506/2143	4	2	20
17	Deliver customer service to challenging customers	F/506/2159	3	2	16
18	Develop customer relationships	Y/506/2149	3	2	18
19	Support customer service improvements	T/506/2160	3	2	12
20	Support customers through real-time online customer service	A/506/2161	3	2	15
21	Support customers using self-service equipment	H/506/2977	3	2	18
22	Use social media to deliver customer service	J/506/2163	3	2	18
23	Provide post-transaction customer service	K/506/2978	5	2	22
24	Champion customer service	D/506/2153	4	4	17
25	Build and maintain effective customer relations	R/506/2179	6	4	25
26	Manage a customer service award programme	L/506/2181	4	4	15
27	Manage the use of technology to improve customer service	Y/506/2183	4	4	14
28	Develop a social media strategy for customer service	D/506/2962	5	4	16
<b>Group C: Optional units</b>					
29	Negotiate in a business environment	H/506/1912	4	3	18
30	Promote equality, diversity and inclusion in the workplace	T/506/1820	3	3	15
31	Manage team performance	A/506/1821	4	3	21
32	Manage individuals' performance	J/506/1921	4	3	20
33	Collaborate with other departments	M/506/1931	3	3	14
34	Negotiating, handling objections and closing sales	F/502/8612	4	3	22
35	Obtaining and analysing sales-related information	R/502/8615	4	3	24
36	Buyer behaviours in sales situations	K/502/8622	3	3	27
37	Manage incidents referred to a contact centre	K/503/0418	6	3	30
38	Lead direct sales activities in a contact centre team	D/503/0397	4	3	8
39	Manage diary systems	L/506/1807	2	2	12

40	Contribute to the organisation of an event	L/506/1869	3	2	23
41	Provide reception services	H/506/1814	3	2	15
42	Buddy a colleague to develop their skills	M/506/1895	3	2	19
43	Employee rights and responsibilities	L/506/1905	2	2	16
44	Processing sales orders	M/502/8587	2	2	17
45	Bespoke software	J/502/4397	4	3	30