

6 Qualification structure and units

6.1 Qualification structure

Candidates do not have to achieve units in any particular order and teachers/tutors should tailor learning programmes to meet individual candidate needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of this qualification and identify opportunities to link the units and levels.

If a candidate is not able to complete the full qualification, their achievements will be recognised through the issue of a unit certificate listing the units achieved.

OCR Level 4 NVQ Diploma in Customer Service

Qualification Accreditation Number 500/9203/0

To achieve this qualification, candidates must achieve a total of 67 credits made up as follows:

- From mandatory Group A, candidates must achieve 20 credits.
- From the optional groups, candidates must achieve 47 credits by completing a minimum of one unit from each optional group, of which a minimum of 15 credits must be achieved at Level 4.

The following table contains the groups of mandatory and optional units.

Unit No	Unit title	Unit Accreditation No (UAN)	Credit value	Level	GLH
Group A - Mandatory Units					
F5	Demonstrate understanding of customer service management	J/601/1630	10	4	65
F6	Follow organisational rules, legislation and external regulations when managing customer service	D/601/1634	10	4	65
Optional Units					
Group B – Impression and Image					
A13	Deal with customers in writing or electronically	R/601/1226	6	3	40
A14	Use customer service as a competitive tool	D/601/1228	8	3	53
A15	Organise the promotion of additional services or products to customers	D/601/1231	7	3	47
A16	Build a customer service knowledge set	K/601/1233	7	3	47
A17	Champion customer service	T/601/1235	10	4	67
A18	Make customer service environmentally friendly and sustainable	F/601/1237	11	4	73
Group C – Delivery					
B9	Deliver customer service using service partnerships	H/601/1229	6	3	40

Unit No	Unit title	Unit Accreditation No (UAN)	Credit value	Level	GLH
B10	Organise the delivery of reliable customer service	Y/601/1230	6	3	40
B11	Improve the customer relationship	H/601/1232	7	3	47
B12	Maintain and develop a healthy and safe customer service environment	M/601/1234	8	4	53
B13	Plan, organise and control customer service operations	A/601/1236	10	4	67
B14	Review the quality of customer service	J/601/1238	8	4	53
B15	Build and maintain effective customer relations	L/601/1239	8	4	53
B16	Deliver seamless customer service with a team	F/601/1240	8	4	53
Group D – Handling Problems					
C5	Monitor and solve customer service problems	J/601/1515	6	3	40
C6	Apply risk assessment to customer service	D/601/1519	10	3	67
C7	Process customer service complaints	D/601/1522	6	3	40
C8	Handle referred customer complaints	K/601/1524	10	4	67
Group E – Development and Improvement					
D8	Work with others to improve customer service	D/601/1553	8	3	53
D9	Promote continuous improvement	H/601/1554	7	3	47
D10	Develop your own and others' customer service skills	K/601/1555	8	3	53
D11	Lead a team to improve customer service	H/601/1568	7	3	47
D12	Gather, analyse and interpret customer feedback	H/601/1571	10	3	67
D13	Monitor the quality of customer service transactions	T/601/1574	7	3	47
D14	Implement quality improvements to customer service	L/601/1578	10	4	67
D15	Plan and organise the development of customer service staff	L/601/1581	9	4	60
D16	Develop a customer service strategy for a part of an organisation	M/601/1587	11	4	73
D17	Manage a customer service award programme	A/601/1592	7	4	47
D18	Apply technology or other resources to improve customer service	Y/601/1597	11	4	73
D19	Review and re-engineer customer service processes	R/601/1601	11	4	73
D20	Manage customer service performance	K/601/1605	7	4	47