Unit 406 Manage a customer service award programme

UAN:	**L/506/2181**
Level:	4
Credit value:	6
GLH:	25
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSD17 Manage a customer service award programme
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to provide the knowledge and skills required to manage a customer service award programme. Upon completion of this unit, learners will be able to plan and manage a customer service award programme.

Learning outcome
The learner will: 1. understand the management of a customer service award programme
Assessment criteria
The learner can: 1.1 justify the reasons for an award programme 1.2 explain how to make use of a **customer service award programme** as a promotional tool 1.3 explain the likely impact of organisational culture on a customer service award programme 1.4 explain the requirements of a business case for a customer service award programme.

Assessment guidance
Customer service award programme: Can cover a wide variety of subject areas eg • employee of the month • apprentice of the year • most beneficial suggestion for improvement **Evidence may be supplied by:** • questioning • professional discussion • reflective account • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 2. be able to plan a customer service award programme
Assessment criteria
The learner can: 2.1 define specific, measurable, achievable, realistic and time-bound (smart) objectives for the award programme 2.2 evaluate the benefits, drawbacks and costs of different options for a customer service award programme 2.3 select the option that best meets the objectives of the award programme 2.4 develop a plan that specifies roles, responsibilities, actions, resources, contingencies and timescales 2.5 develop award criteria that are transparent and fair.

Assessment guidance
Evidence may be supplied by: • observation • witness testimony • questioning • professional discussion • reflective account • customer service award programme • report on managing a customer service award programme • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 3. be able to manage a customer service award programme
Assessment criteria
The learner can: 3.1 promote the award programme with the dual purpose of motivating team members and engaging customers 3.2 take action to ensure that award winners are **recognised** in a way that demonstrates organisational commitment to excellent customer service 3.3 evaluate the effectiveness of a customer service award programme.

Assessment guidance
Recognised: Recognition will be by, for example, prize giving, presentation etc by senior management or external guest or similar; article in organisation newsletter. It will not be acceptable to have just eg a well done letter or thank you from a supervisor with no organisational recognition. **Evidence may be supplied by:** • observation • witness testimony • questioning • professional discussion • reflective account • customer service award programme • report on managing a customer service award programme • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation* Note: here the candidate may prefer to produce a report that outlines how they worked their way through the unit. This report will require to be backed by additional evidence that provides confirmation that they competently managed a customer service award programme. *Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.