

Administration (Business Professional)

Unit Title:	Making and receiving calls
OCR unit number:	3
Level:	1
Credit value:	2
Guided learning hours:	20
Unit reference number:	T/502/4007

Unit aim

This unit aims to develop learners' knowledge, skills and understanding of administrative tasks associated with making and receiving telephone calls.

Learning outcomes	Assessment criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Be able to make calls</p>	<p>The Learner can:</p> <p>1.1 Identify the purpose of the call</p> <p>1.2 Confirm the name and number of the person to be contacted before making the call</p> <p>1.3 Make a call communicating basic information clearly and accurately</p>	<ul style="list-style-type: none"> • Importance of speaking clearly and providing information that is clear and accurate • Check facts and understanding: accuracy of information, write down information, double-check information • Choose the right words carefully: use proper sentences rather than slang, use people's names, confirm details carefully, speak clearly, do not speak too quickly • Need for confidentiality • Limits of information that can be provided
<p>2 Be able to receive calls</p>	<p>2.1 Answer the call promptly and politely, observing any organisational procedures</p> <p>2.2 Identify the caller, where they are calling from and the reason for their call</p> <p>2.3 Follow any organisational procedures relating to confidentiality and security</p> <p>2.4 Take short messages</p>	<ul style="list-style-type: none"> • Styles of address • Image of organisation • Prompt service • Types of problems that may occur and how to cope with them: limit of authority, when and how to pass problems to an appropriate person • Importance of writing down accurate key information

Learning outcomes	Assessment criteria	Knowledge, understanding and skills
3 Know why it is important to an organisation that calls are handled appropriately	<p>3.1 State how appropriate tone and language create a positive impression</p> <p>3.2 State how creating a positive impression during a call benefits the organisation</p>	<ul style="list-style-type: none"> • Importance of dealing with customers politely • Need to think before speaking • Treat others as one would wish to be treated • Use appropriate language and tone • Adapting tone and manner to specific situations • By persuading a prospective customer that this is an organisation worth doing business with • Demonstrates organisation can be trusted to provide good quality products/services • Makes the caller feel good by using a friendly and persuasive style of communication • Can lead to increased sales and therefore profits

Assessment

This unit is assessed by the centre and sent to OCR for moderation.

Guidance on assessment and evidence requirements

This unit is assessed using a model assignment. OCR has produced a model assignment for each unit which centres may use for the purpose of assessment. The model assignment contains a scenario or real-life situation and related tasks which are based on the assessment criteria of the unit.

Centres may either use the model assignment as an entire, holistic assessment for an individual unit, adapt it to suit individual candidates' needs or devise their own assignment. If they choose to adapt the assignment or devise their own assignment they must ensure that the modified assignment will provide candidates with sufficient opportunity to demonstrate achievement of all the assessment criteria in the unit.

Please refer to the model assignment for this unit which can be found on the OCR website www.ocr.org.uk.

Additional information

For further information regarding administration for this qualification, please follow the link to [OCR's Administration area](#).