

DE3N 34: Communication: Analysing and Presenting Complex Communication (note older Unit)

Outcome 2: Produce complex written business documents

Knowledge and/or skills

- How to select and collate relevant information.
- How to arrange material for impact.
- How to structure information effectively to a prescribed business format.
- How to select register and language appropriate to purpose and readership.
- Accurate use of conventions of expression and style, spelling punctuation and syntax
- Formal conventions of business documents

Evidence requirements

Candidates will need to demonstrate skills by producing one or more business documents presenting and analysing information on a complex issue. A minimum of 1500 words, should be produced in controlled conditions, **meet an agreed brief** and be in a prescribed format.

Texts should

- Select and collate information effectively
- Present relevant information accurately
- Use a logical structure appropriate for purpose and readership
- Use language and register effectively
- Use conventions of layout and format consistently and accurately
- Use consistently accurate spelling, syntax and punctuation

Assessment guidelines

There should be some negotiation with candidates to ensure that the content and purpose of work undertaken is relevant to their vocational needs.

Setting deadlines for the submission and evaluation of initial work prior to any redraft of materials should reflect workplace practice and allow for feedback.

Draft plans and outlines, and training in the effective organisation of notes and reference materials, should support the production of materials, encourage good working practice and provide useful evidence of authenticity.

The final documents produced should follow industry standard conventions. **The text, for example a detailed analytical report or in-depth proposal, could relate to work completed for the meeting in Outcome 3, or be part of other course assignments.**

Although word-processing is not a mandatory evidence requirement, the document should reflect professional practice. Graphics may support and supplement the text.

The word total may include any associated supplementary texts produced by the candidate, such as letters, annotated diagrams, spreadsheets, memoranda or minutes.

DJ42 34: Creating a Culture of Customer Care (note older Unit)

Outcome 3: Evaluate a customer care strategy for an organisation

Knowledge and/or skills

Planning a customer care strategy

Setting standards for customer care

Obtaining and monitoring qualitative and quantitative customer feedback

Continuous review and improvement of customer care.

Evidence requirements

The candidate will be required to demonstrate his/her knowledge and/or skills by undertaking a contextualised assignment which requires the candidate to evaluate a customer care strategy for an organisation.

The evaluation should comment on all areas of knowledge and/or skills in an analytical manner.

Evidence may be presented in written and/or oral form. If evidence is presented orally the assessor should record key points from the candidate's answer against a checklist detailing knowledge and skills required.

The assessment of this outcome should be undertaken open book conditions.

Assessment guidelines

The assignment should be contextualised and **could take the form of an investigative report** relating to an organisation of the candidate's choice.

Information provided by the candidate should include the following areas: the organisation's strategy statement for customer care; evidence of systems standards and staff standards applied by the organisation; methods employed to obtain and review feedback.

Candidates should evaluate their findings and where appropriate suggest suitable opportunities in relation to further developing continuous improvement for the organisation investigated.