

## Evidence Checklist

### OCR Level 3 Cambridge Technicals in

### Unit 4: Customers and communication

LEARNER NAME:

For PASS have you: (as a minimum you have to show you can meet every pass criterion to complete the unit)	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
explained who the customers of a specific business are and what influences their behaviour (P1)	
described actions that a specific business has taken in response to the differing needs of its customers (P2)	
explained the range of customer services a specific business provides and how each area of the business has responded to the need to provide customer service (P3)	
assessed whether or not the form, style and layout of different communications are suitable for the intended audience and purpose (P4)	
summarised the corporate standards and corporate profile of a specific business and explain their importance to that business (P5)	
demonstrated non-verbal and verbal skills when communicating with a specific customer (P6)	
explained the importance of listening skills in building a rapport with specific customers (P7)	
structured and delivered a verbal business communication so that its content and type of communication is appropriate for its audience and purpose (P8)	
structured a written business communication so that its content and type of communication is appropriate for its audience and purpose (P9)	
described the legal constraints, ethical and security issues faced by a specific business in relation to sharing and storing business communication (P10)	

For Merit have you:	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
analysed the benefits to a specific business and to its customers of maintaining and developing customer service (M1)	
explained how a specific business manages its corporate profiles through media activity (M2)	
reviewed own use of non-verbal and verbal skills when communicating with a specific customer and suggest improvements (M3)	
reviewed own use of verbal and written skills when communicating business messages and recommend improvements (M4)	

For Distinction have you:	Where can your tutor find the evidence? Give page no(s)/digital timings, etc.
recommended and justified changes to the customer service provided by a specific business in order to improve the customer experience (D1)	
justified how to adapt the structure, method of delivery and any other considerations to convey a business message for differing audience requirements (D2)	