

SKAC34 (SQA Unit Code - F7WD 04)

Resolve customer service problems



Overview

This unit is all about what to do when it is difficult to meet customer expectations.

Even if the service you give is excellent, some customers will experience problems. Part of your job is to help to resolve those problems. A problem is anything that means customer expectations are not being met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed.

Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed.

As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right.

This unit is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

The unit is divided into three parts. The first part describes the three things you have to do.

1. spot customer service problems
2. pick the best solution to resolve customer service problems
3. take action to resolve customer service problems

The second part describes the knowledge and understanding you must have.

The third part gives some examples and explanations of some words we use in the unit.

The unit is intended staff who work with customers on a day-to-day basis.

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Performance criteria

You must be able to:

Spot customer service problems

- P1 listen carefully to your customers about problems they have raised
- P2 ask your customers about the problem to check your understanding
- P3 recognise repeated problems and alert the appropriate authority
- P4 share customer feedback with others to identify potential problems before they happen
- P5 identify problems with systems and procedures before they begin to affect your customers

You must be able to:

Pick the best solution to resolve customer service problems

- P6 identify the options for resolving a customer service problem
- P7 work with others to identify and confirm the options to resolve a customer service problem
- P8 work out the advantages and disadvantages of each option for your customer and your organisation
- P9 pick the best option for your customer and your organisation
- P10 identify for your customer other ways that problems may be resolved if you are unable to help

You must be able to:

Take action to resolve customer service problems

- P11 discuss and agree the options for solving the problem with your customer
- P12 take action to implement the option agreed with your customer
- P13 work with others and your customer to make sure that any promises related to solving the problem are kept
- P14 keep your customer fully informed about what is happening to resolve problem
- P15 check with your customer to make sure the problem has been resolved to their satisfaction
- P16 give clear reasons to your customer when the problem has not been resolved to their satisfaction

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Knowledge and understanding

You need to know and understand:

- K1 organisational procedures and systems for dealing with customer service problems
- K2 how to defuse potentially stressful situations
- K3 how to negotiate
- K4 the limitations of what you can offer your customer

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Additional Information

Glossary

Appropriate authority

The person in the organisation who is responsible for the service that the customer is having problems with

Options

Things that you can realistically do – within your organisation's policies and procedures – to solve the customer's problem

Communicate

This could include by speaking or writing, or showing customers written information but also covers e.g. Tone of voice, body language.

Customers

These could be external customers – individuals, groups or organisations for whom you provide a service – or they could be internal customers – other staff or departments in your organisation

Information

This could be spoken or written information

Problems

This could be any problem the customer has experienced – this could range from a complaint to the customer needing advice

Repeated problems

Problems that occur with a range of customers over a period of time

Resolve

Solving the problem

Links to other NOS

This unit is the same as Unit 31 from the Institute of Customer Service NOS

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Developed by SkillsActive

Version number 1

Date approved June 2009

Indicative review date June 2014

Validity Current

Status Imported

Originating organisation Institute of Customer Services

Original URN SA44NC34

Relevant occupations Associate Professionals and Technical Occupations; Leisure, travel and tourism; Sport, leisure and recreation; Sports and Fitness Occupations

Suite Operational Services; Sport and Play Services Level 3

Key words resolve customer service problems