

CFACSD2 (SQA Unit Code – FE2J 04)

Support customer service improvements



Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Organisations change the way they deliver service to their customers because customer expectations rise and because other organisations improve the services they offer. Often the most important ideas about how to improve customer service come from people dealing directly with customers. Your job involves delivering customer service. If your organisation has decided to make changes, it is your job to support them and to present them positively to your customers. Also, by listening to customer comments you may have your own ideas about how the service you deliver could be improved. This Standard is about how you provide support for changes that your organisation has introduced. In addition, it covers how you present your own ideas for improvements to someone in your organisation who can authorise trying out the change.

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Performance criteria

Use feedback to identify potential customer service improvements

You must be able to:

- P1 gather informal feedback from your customers
- P2 use your organisation's procedures to collect feedback from your customers
- P3 use the information from your customers to develop a better understanding of their customer service experience
- P4 identify ways the service you give could be improved based on information you have gathered
- P5 share your ideas for improving customer service with colleagues

Implement changes in customer service

You must be able to:

- P6 identify a possible change that could be made to improve customer service
- P7 present your idea for improving customer service to a colleague with the appropriate authority to approve the change
- P8 carry out changes to customer service procedures based on your own idea or proposed by your organisation
- P9 keep your customers informed of changes to customer service
- P10 give customers a positive impression of changes that have been made
- P11 work positively with others to support customer service changes

Assist with the evaluation of changes in customer service

You must be able to:

- P12 discuss with others how changes to customer service are working
- P13 work with others to identify any negative effects of changes and how these can be avoided

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Knowledge and understanding

You need to know and understand:

- K1 how customer experience is influenced by the way service is delivered
- K2 how customer feedback is obtained
- K3 how to work with others to identify and support change in the way service is delivered
- K4 why it is important to give a positive impression to your customer about the changes made by your organisation even if you disagree with them

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SQA Evidence Requirements to Support this Unit

This Unit is designed to assess the skills and knowledge of candidates in the workplace. Candidate evidence should be generated under workplace conditions (**either paid or voluntary**) and evidence must be generated with different customers on different occasions over a sufficient period of time.

Observation should be the primary and preferred source of evidence of competent performance wherever possible. Observation of candidate performance will be supported by other methods of assessment which may include:

- ◆ witness testimony
- ◆ questioning
- ◆ candidate statement
- ◆ professional discussion
- ◆ product and photographic evidence,
- ◆ relevant active documentation, reports, presentations and
- ◆ other valid evidence which relates directly to learner performance under workplace conditions

A combination of performance and knowledge evidence is required to enable the assessor to confirm that the learner is competent.

Simulation should only be used in exceptional circumstances and it should only be for small parts of the Unit. Simulated assessments **must** be undertaken in a realistic working environment (RWE). A RWE is 'an environment which replicates the key characteristics in which the skill to be assessed is normally employed'. The RWE must provide conditions that are the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working. Guidelines for using RWE can be found in the Assessment Strategy for Customer Service SVQs at link: <http://www.sqa.org.uk/sqa/16732.html>

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk

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Originating organisation	Skills CFA
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Original URN	CFACSD2
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Relevant occupations	Customer Service Occupations
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