

CFACSD3 (SQA Unit Code – FE2K 04)

Develop personal performance through delivering customer service



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.

Delivering customer service presents many opportunities for learning and for developing personal skills. This Standard is about how you can develop your personal skills at the same time as improving your customer service performance. You must plan together with a manager or mentor and then carry out activities which help you learn and develop in your customer service role. Customer service improvements rely on continuous improvement and this includes improving your own skills.

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Performance criteria

Review performance in your customer service role

You must be able to:

- P1 work with an appropriate person to establish what you need to know, understand and be able to do, in order to work effectively in your customer service role
- P2 identify and review situations from your own positive and negative experiences as a customer
- P3 carry out a self-assessment of your performance in your customer service role and identify your strengths, weaknesses and development needs

Prepare a personal development plan and keep it up to date

You must be able to:

- P4 agree your strengths, weaknesses and development needs with an appropriate person
- P5 work with an appropriate person to draw up your own development objectives to improve your performance in your customer service role
- P6 develop a customer service personal development plan
- P7 regularly review your progress towards your objectives with an appropriate person

Undertake development activities and obtain feedback on your customer service performance

You must be able to:

- P8 complete development activities identified in your customer service personal development plan
- P9 use your day to day experiences with your customers and your own experiences as a customer to develop your customer service performance
- P10 obtain feedback from an appropriate person about your customer service performance
- P11 review and update your customer service personal development plan

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's systems and procedures for developing personal performance in customer service
- K2 how your behaviour has an effect on the behaviour of others
- K3 how effective learning depends on a process of planning, doing and reviewing
- K4 how to review effectively your personal strengths and development needs
- K5 how to put together a personal development plan that will build on your strengths and overcome your weaknesses in areas that are important to customer service
- K6 how to access sources of information and support for your learning
- K7 how to obtain useful and constructive personal feedback from others
- K8 how to respond positively to personal feedback

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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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Suite

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