

CFACSB10 (SQA Unit Code – FE31 04)

Organise the delivery of reliable customer service



Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Standard is about how you organise the delivery and maintenance of excellent and reliable customer service. Your role may or may not involve supervisory or management responsibilities but you are expected to take some responsibility for the resources and systems you use which support the service that you give. In your job you must be alert to customer reactions and know how they can be used to improve the service that you give. In addition, customer service information must be recorded to support reliable service.

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Performance criteria

Plan and organise the delivery of reliable customer service

- You must be able to:*
- P1 plan, prepare and organise everything you need to deliver services or products to different types of customers
 - P2 organise what you do to ensure that you are consistently able to give prompt attention to your customers
 - P3 reorganise your work to respond to unexpected additional workloads

Review and maintain customer service delivery

- You must be able to:*
- P4 maintain service delivery during very busy periods and unusually quiet periods
 - P5 maintain service delivery when systems, people or resources have let you down
 - P6 consistently meet your customers' expectations
 - P7 balance the time you take with your customers with the demands of other customers seeking your attention
 - P8 respond appropriately to your customers when they make comments about the services or products you are offering
 - P9 alert others to repeated comments made by your customers
 - P10 take action to improve the reliability of your service based on customer comments
 - P11 monitor the action you have taken to identify improvements in the service you give to your customers

Use recording systems to maintain reliable customer service

- You must be able to:*
- P12 record and store customer service information accurately following organisational guidelines
 - P13 select and retrieve customer service information that is relevant, sufficient and in an appropriate format
 - P14 quickly locate information that will help solve a customer's query
 - P15 supply accurate customer service information to others using the most appropriate method of communication

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Knowledge and understanding

You need to know and understand:

- K1 organisational procedures for unexpected situations and your role within them
- K2 resource implications in times of staff sickness and holiday periods and your responsibility at these times
- K3 the importance of having reliable and fast information for your customers and your organisation
- K4 organisational procedures and systems for delivering customer service
- K5 how to identify useful customer feedback and how to decide which feedback should be acted on
- K6 how to communicate feedback from customers to others
- K7 organisational procedures and systems for recording, storing, retrieving and supplying customer service information.
- K8 legal and regulatory requirements regarding the storage of data

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Suite

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Key words

Organising; delivery; reliable; resources; systems; support service; customer service; communication; problem solving; behaviours; work with others; team working; giving information; receiving information services; products