

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills



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.

This Standard is about taking responsibility for continuously developing your own customer service skills and passing those skills on to others. It is about helping yourself and others to learn and grow in your customer service roles. You may not be a manager or a supervisor but you may be responsible for showing others how things work and what they need to do. For example a new member of staff may need an introduction to the products, services, systems or procedures of your organisation and you may be asked to show them. Or you may need to coach someone from another department who has been transferred. Also, there may be the introduction of a new product, service, system or procedure that you are asked to learn about and present or demonstrate to others. This Standard will help you to put 'showing others' into a formal framework that will help them to learn and improve your own coaching skills. The delivery of excellent customer service depends on your skills and the skills of those around you.

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills

Performance criteria

Develop your own customer service skills

You must be able to:

- P1 agree with a manager or mentor the specific customer service skills you need in your customer service role
- P2 agree the actions you need to take to improve your customer service skills
- P3 draw up a personal development plan based on your agreed actions to improve your customer service skills
- P4 carry out your personal development activities and review your progress
- P5 obtain feedback from your manager or mentor about your customer service performance and update your personal development plan

Plan the coaching of others in customer service

You must be able to:

- P6 identify and agree with colleagues specific customer service skills and knowledge they need in their customer service role
- P7 identify opportunities for colleagues to take actions to develop their customer service skills
- P8 plan and organise activities and coaching sessions for colleagues to help them develop their customer service skills

Coach others in customer service

You must be able to:

- P9 coach colleagues to develop specific and agreed customer service skills
- P10 give colleagues the opportunity to practise skills, apply knowledge and gain experience to develop customer service competence
- P11 regularly check the progress of colleagues and modify your coaching as appropriate
- P12 give regular feedback to colleagues about the progress they are making
- P13 explain clearly to colleagues how ongoing support will be provided

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills

Knowledge and understanding

You need to know and understand:

- K1 organisational systems and procedures for developing your own and others' personal performance in customer service
- K2 how your behaviour impacts on others
- K3 how to review effectively your personal strengths and development needs
- K4 how to put together a personal development plan for yourself or a colleague that will build on strengths and overcome weaknesses in areas that are important to customer service
- K5 how to obtain useful and constructive personal feedback from others
- K6 how to respond positively to personal feedback
- K7 how to put together a coaching plan that will build on the strengths of the learner and overcome their weaknesses in areas that are important to customer service and their job role
- K8 how to give useful and constructive personal feedback to others
- K9 how to help others to respond positively to personal feedback

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills

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

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills

Developed by Skills CFA

Version number 2

Date approved January 2013

Indicative review date January 2016

Validity Current

Status Original

Originating organisation Skills CFA

Original URN CFACSD10

Relevant occupations Customer Service Occupations

CFACSD10 (SQA Unit Code – FE39 04)

Develop your own and others' customer service skills

Suite

Customer Service (2013)

Key words

developing skills; continuous development; improvement; coaching; demonstrating; customer service; contact centres; developing; improving; communication; problem solving; behaviours; work with others; team working; giving information; receiving information