

CFACSD11 (SQA Unit Code – FE3A 04)

Lead a team to improve 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.

If you are responsible for leading a team delivering customer service, you need to plan and organise their work and support them as they develop their performance. This Standard is about looking at both your organisation and your staffing resources and bringing these together in a constructive way to improve overall customer service.

You need to give support and guidance to your team to encourage them to improve their customer service delivery. It is about having a passion for customer service and sharing this enthusiasm with your colleagues and staff team. It is about leading by example.

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Performance criteria

Plan and organise the work of a team

You must be able to:

- P1 treat team members with respect at all times
- P2 agree with team members their role in delivering effective customer service
- P3 involve team members in planning and organising their customer service work
- P4 allocate work which takes full account of team members' customer service skills and the objectives of the organisation
- P5 motivate team members to work together to raise their customer service performance

Provide support for team members

You must be able to:

- P6 check that team members understand what they have to do to improve their work with customers and why that is important
- P7 check with team members what support they feel they may need throughout this process
- P8 provide team members with support and direction when they need help
- P9 encourage team members to work together to improve customer service

Review performance of team members

You must be able to:

- P10 provide sensitive feedback to team members about their customer service performance
- P11 encourage team members to discuss their customer service performance
- P12 discuss sensitively with team members action they need to take to continue to improve their customer service performance

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Knowledge and understanding

You need to know and understand:

- K1 the roles and responsibilities of your team members and where they fit in with the overall structure of the organisation
- K2 how team and individual performance can affect the achievement of organisational objectives
- K3 the implications of failure to improve customer service for your team members and your organisation
- K4 how to plan work activities
- K5 how to present plans to others to gain understanding and commitment
- K6 how to facilitate meetings to encourage frank and open discussion
- K7 how to involve and motivate staff to encourage teamwork
- K8 how to recognise and deal sensitively with issues of underperformance

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Suite

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