

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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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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