

CFACSA18 (SQA Unit Code – FE3H 04)

Make customer service environmentally friendly and sustainable



Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Environmental awareness and positive action form an important aspect of strategy for many organisations. Customer service may impact on environmental performance by demanding additional resources. Environmental policies may impact on customer service by placing restrictions on how it can be delivered. Periodically, the link between customer service and environmentalism needs to be reviewed so that appropriate changes may be made. Environmental and sustainability awareness must be encouraged constantly so that staff, suppliers, customers and other stakeholders are reminded of their contributions and responsibilities. This Standard is appropriate for you if your job involves responsibility for customer service and sufficient authority to review and promote environmental matters in your organisation or in some part of it.

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Performance criteria

Review and monitor environmental and sustainability aspects of customer service

You must be able to:

- P1 identify your organisation's policies on customer service and on the environment and trace links between the two
- P2 identify your organisation's policy on energy management and carbon emissions and their key links with customer service systems
- P3 identify your organisation's policy on waste management and its key links with customer service systems
- P4 carry out a systematic review of your organisation's customer service systems to identify opportunities for environmental improvements
- P5 identify service partnerships that affect your organisation's environmental profile and what they might do to improve it
- P6 develop an action plan to promote environmental actions and improvements in your organisation's customer service delivery

Promote environmental and sustainable aspects of customer service in your organisation

You must be able to:

- P7 make links between your organisation's environmental policies and customer service delivery routines
- P8 encourage those involved in customer service delivery to promote an environmental approach by customers
- P9 identify and promote ways to minimise resource use in customer service delivery
- P10 communicate your organisation's environmental policies to service partners including suppliers and encourage their participation in environmental improvements
- P11 communicate your organisation's environmental policies to customers and encourage their participation in environmental improvements
- P12 develop staff awareness of environmental matters and ways they can contribute to environmentalism and sustainability
- P13 develop community stakeholder's awareness of your organisation's environmental policies and approaches

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Knowledge and understanding

You need to know and understand:

- K1 principles of environmentalism and sustainability that are relevant to customer service operations
- K2 ways to express environmental policies and link them with customer service
- K3 principles of energy management and reduction of carbon emissions
- K4 principles of waste management relevant to your organisation
- K5 techniques for reviewing environmental aspects of customer service systems
- K6 different actions that may be taken to improve environmental aspects of customer service delivery
- K7 ways to minimise resource use in customer service delivery
- K8 techniques for communicating and developing awareness of environmental matters among stakeholders
- K9 ways to encourage customers to act more environmentally friendly

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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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