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.

Introducing quality improvements to customer service requires careful management of change. This Standard covers the detailed planning of customer service improvements, managing the changes that need to take place to implement the improvements, and then evaluating the results. It includes the consultation and communication processes that are vital to the successful implementation of improvements and management of change. In particular it is vital to involve customers at all stages of the quality improvement process.

CFACSD14 (SQA Unit Code – FE3R 04)
Implement quality improvements to customer service

Performance criteria	**Plan the introduction of customer service improvements**
You must be able to:	P1 identify possible customer service improvements and the resources available to implement them
	P2 evaluate factors that may help or hinder the introduction of change
	P3 develop realistic objectives, tasks and schedules for the introduction of improvements and agree them with colleagues
	P4 assess the risks associated with each action to effect change
	P5 plan how you will evaluate the proposed improvements

Manage the implementation of customer service improvements

You must be able to:

P6   inform the people who will be affected by change, win their support and keep them informed of progress

P7   implement your plans for improvements dealing effectively with any difficulties

P8   provide the necessary support to all your colleagues who are involved with changes and improvements

P9   ensure that planned improvements are implemented on time and within budget

Monitor and evaluate customer service improvements

You must be able to:

P10   monitor and evaluate the impact that changes are having on the quality of customer service

P11   identify and recommend any further changes that may be necessary to achieve the planned aims and objectives of improvements

P12   identify any lessons from the change process and note these for future activities.

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Knowledge and understanding

You need to know and understand:

K1   the importance of careful planning when introducing change

K2   the types of factors that may help or hinder the process of change and how to identify and plan for these

K3   how to develop plans that contain realistic objectives, tasks and schedules

K4   the importance of having clear lines of responsibility and accountability

K5   how to identify and plan for possible contingencies

K6   the importance of clear communication when changes are taking place

K7   why it is important to win the support of people who will be affected by change

K8   how to win over staff who are resistant to change

K9   the types of support that staff may need when improvements are being implemented and how to provide such support

K10 why it is important to complete change on time and within budget

K11 how to monitor and evaluate the impact of change

K12 why it is important to evaluate change and to note any lessons for future initiatives

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