

Support customer service improvements

WM58 - sqa Unit Code H2K5 04

This national occupational standard ICS 37 belongs to the Institute of Customer Service – the independent professional body for customer service.

Area of competence

This national occupational standard sits within 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.

This national occupational standard is about:-

- Organisations change the way they deliver service to their customers because customer expectations rise and because other organisations improve the services they offer. Often the most important ideas about how to improve customer service come from people dealing directly with customers.
- Your job involves delivering customer service. If your organisation has decided to make changes, it is your job to support them and to present them positively to your customers. Also, by listening to customer comments you may have your own ideas about how the service you deliver could be improved.
- This standard is all about how you provide support for changes that your organisation has introduced. In addition, it covers how you present your own ideas for improvements to someone in your organisation who can authorise trying out the change.

Skills and competencies which demonstrate effective performance

You show you are competent to:

- Use feedback to identify potential customer service improvements
- Implement changes in customer service
- Assist with the evaluation of changes in customer service

Use feedback to identify potential customer service improvements

1. gather informal feedback from your customers
2. use customer feedback procedures to collect information from your customers
3. use the information from your customers to develop a better understanding of their customer service experience

4. identify ways the service you give could be improved based on information you have gathered
5. share your ideas for improving customer service with colleagues

Implement changes in customer service

6. identify a possible change that could be made to improve customer service
7. present your idea for improving customer service to a colleague with the appropriate authority to approve the change
8. carry out changes to customer service procedures based on your own idea or proposed by your organisation
9. keep your customers informed of changes to customer service
10. give customers a positive impression of changes that have been made
11. work positively with others to support customer service changes

Assist with the evaluation of changes in customer service

12. discuss with others how changes to customer service are working
13. work with others to identify any negative effects of changes and how these can be avoided

Knowledge and understanding

To be competent at supporting customer service improvements you need to know and understand:

- a. how customer experience is influenced by the way service is delivered
- b. how customer feedback is obtained
- c. how to work with others to identify and support change in the way service is delivered
- d. why it is important to give a positive impression to your customer about the changes made by your organisation even if you disagree with them