

Resolve customer service problems

WM57 - SQA Unit Code -H2L6 04

This national occupational standard ICS 31 belongs to the Institute of Customer Service – the independent professional body for customer service.

Area of competence

This unit is all about what to do when it is difficult to meet customer expectations. Even if the service you give is excellent, some customers will experience problems. Part of your job is to help to resolve those problems. A problem is anything that means customer expectations are not being met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed.

Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed. As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right. This unit is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

Skills and competencies which demonstrate effective performance

You show you are competent to:

1. ask your customers about the problem to check your understanding
2. recognise repeated problems and alert the appropriate authority
3. share customer feedback with others to identify potential problems before they happen
4. identify problems with systems and procedures before they begin to affect your customers
5. identify the options for resolving a customer service problem
6. work with others to identify and confirm the options to resolve a customer service problem
7. work out the advantages and disadvantages of each option for your customer and your organisation
8. pick the best option for your customer and your organisation
9. identify for your customer other ways that problems may be resolved if you are unable to help
10. discuss and agree the options for solving the problem with your customer
11. take action to implement the option agreed with your customer

12. work with others and your customer to make sure that any promises related to solving the problem are kept
13. keep your customer fully informed about what is happening to resolve the problem
14. check with your customer to make sure the problem has been resolved to their satisfaction
15. give clear reasons to your customer when the problem has not been resolved to their satisfaction
16. listen carefully to your customers about problems they have raised

Knowledge and understanding

Behaviours which underpin effective performance

- a. You listen attentively and effectively to customers
- b. You communicate effectively with colleagues
- c. You show good judgement in balancing the needs of your customer and your organisation
- d. You communicate effectively with customers
- e. You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work
- f. You comply with legal requirements, industry regulations and professional codes
- g. Organisational procedures and systems for dealing with customer service problems
- h. How to defuse potentially stressful situations
- i. How to negotiate
- j. The limitations of what you can offer your customer