

## CFACSB9 (SQA Unit Code – H9Y4 04)

### Deliver customer service using service partnerships



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#### Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Excellent customer service relies on teamwork. In many situations, successful delivery of service to end user customers relies on a complete service chain of internal or external customers and internal or external suppliers. For this to work, a series of service partnerships must be formed which will enable the chain to work efficiently and effectively. This Standard is all about how to work effectively within a service chain and how to develop the links that cement key relationships. Effective communication and understanding of the roles of different organisations, departments and individuals are central to this area of your work. Do not choose this Standard if you have difficulty identifying a service chain that relies on you in your role developing effective service partnerships.

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#### Performance criteria

#### Work effectively within a customer service chain

*You must be able to:*

- P1 explain who is involved in the service chain that supplies your end user customers
- P2 identify which of those involved in your service chain is internal and which is external to your organisation
- P3 explain how the way you work with individual service partners contributes to an overall service chain
- P4 use the principles and practices applied to external customers to deliver excellent customer service to internal customers
- P5 work with internal customers and internal or external suppliers in the service chain to improve service to external customers
- P6 communicate effectively with internal customers to ensure that they are aware of any aspects of your work that might affect them

#### Build and nurture positive relationships in a customer service chain

*You must be able to:*

- P7 create a positive relationship between internal or external suppliers and customers by establishing rapport and showing understanding of everyone's roles in the service chain
- P8 identify where power and authority exist within the service chain
- P9 negotiate with internal customers and internal or external suppliers to establish service procedures that are acceptable to all and contribute to excellent customer service
- P10 develop positive relationships with an internal customer or supplier that are reflected in a formal or informal service level agreement that makes a positive contribution to the relationship
- P11 work with colleagues to develop and maintain awareness that a team within a service chain cannot work in isolation
- P12 agree with service partners how your work will be prioritised if there is a conflict of interest between the demands of internal and external customers

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the responsibilities and rights that can be built into an internal customer/supplier relationship
- K2 the benefits and drawbacks of describing a relationship in a service chain as a supplier/customer relationship or a service partnership
- K3 how to establish priorities if internal customer demands conflict with external customer demands
- K4 how to maintain team identity whilst working constructively with other teams to deliver excellent customer service
- K5 how to negotiate successfully with internal customers or suppliers
- K6 the formal and informal structures of the organisation and how they can influence relationships
- K7 how to use all available sources of information about strategic service partners and social media to develop positive working relationships

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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](http://www.sqa.org.uk)

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**Relevant occupations** Customer Service Occupations

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