

CFACSD1 (SQA Unit Code – H9YJ 04)

Develop customer relationships



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.

When you deal with your customer regularly, you want to make each occasion a good customer experience. The impression you create and the way the service is delivered affects this in just the same way as when you deal with a customer only once. However, a longer-term relationship with a repeat customer also depends on building up your customer's confidence in the service you offer. Loyalty and a long-term relationship rely on your customer having a realistic view of your organisation's service and being comfortable with it. Your customer will return to your organisation if they feel confident that they will receive excellent service because they have enjoyed good customer experiences with you before.

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Performance criteria

Build your customer's confidence that the service you give will be excellent

You must be able to:

- P1 show that you know and understand your organisation's services or products
- P2 allocate the time you take to deal with your customer following organisational guidelines
- P3 reassure your customer that you are doing everything possible to keep the service promises made by your organisation

Meet the expectations of your customers

You must be able to:

- P4 recognise when there may be a conflict between your customer's expectations and your organisation's service offer
- P5 balance your customer's expectations with your organisation's service offer by offering an alternative or explaining the limits of the service offer
- P6 work effectively with others to resolve any difficulties in meeting your customer's expectations

Develop the long-term relationship between your customer and your organisation

You must be able to:

- P7 give additional help and information to your customer in response to their questions and comments about your organisation's services or products
- P8 discuss expectations with your customer and explain how these compare with your organisation's services or products
- P9 advise others of feedback received from your customer
- P10 identify new ways of helping your customers based on the feedback they have given you
- P11 identify added value that your organisation could offer to long-term customers

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Knowledge and understanding

You need to know and understand:

- K1 the importance of customer retention
- K2 how your own behaviour affects the behaviour of the customer
- K3 how to behave assertively and professionally at all times
- K4 how to defuse potentially stressful situations
- K5 the limitations of your organisation's service offer
- K6 how customer expectations may change as they deal with your organisation
- K7 the cost and resource implications of an extension of the service offer to meet or exceed customer expectations
- K8 the cost implications of bringing in new customers as opposed to retaining existing customers
- K9 who to refer to when considering any variation to your organisation's service offer
- K10 the opportunities offered by different channels of communication such as social media for developing customer 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

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Suite

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