

# CFACSD6 (SQA Unit Code – H9YL 04)

## Develop your own customer service skills through individual learning



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### 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.

Much of the responsibility for developing customer service knowledge and skills rests on you as an individual. There are numerous sources of information that can be used but which need to be located and linked with your customer service role. When located, the learning materials must be used to good effect in an organised manner. This Standard is about locating and using materials to help you learn in the course of your work. It is the right Standard for you if you need to take responsibility for your own self-development in relation to customer service skills.

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#### Performance criteria

#### Find ways to learn more about customer service and your job

*You must be able to:*

- P1 identify different sources of information and support that will help you to develop your customer service knowledge and skills
- P2 agree with your line manager, your mentor or others doing a similar job the best sources to use for self-development of your customer service knowledge and skills
- P3 take action to remind yourself to regularly access sources of information and support
- P4 search for additional sources of information to support your customer service learning
- P5 store materials that support self-study for future use
- P6 plan time to study the self-study materials you have collected
- P7 draw up a list of actions that together form a self-development plan

#### Use sources of self-development to extend your customer service skills and knowledge

*You must be able to:*

- P8 access organisational update information to extend your knowledge of services or products
- P9 access organisational information to learn more about the way your role contributes to customer service
- P10 monitor publications to identify ideas and new developments in customer service which you could apply in your work
- P11 study collected information to develop your own customer service knowledge and skills
- P12 take action resulting from your learning to change the way you deal with customers
- P13 share your plans for action with your line manager, your mentor or others doing a similar job to seek their ideas for further options
- P14 record actions you take to learn more about customer service and identify those which have the most positive effects

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### Knowledge and understanding

*You need to know and understand:*

- K1 ways to locate information updating you on services or products in your organisation
- K2 sources of information about customer service knowledge and skills that will help you to develop
- K3 ways to store information that you use to develop your customer service skills
- K4 the importance of focus when self-studying to improve your customer service knowledge and skills
- K5 ways to convert information or ideas you have found through self-study into practical customer service actions
- K6 the value of discussing your learning with line manager, your mentor or others doing a similar job
- K7 methods of recording actions to improve your customer service skills which have had positive effects

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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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**Originating organisation** Skills CFA

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**Relevant occupations** Customer Service Occupations

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### Suite

Customer Service (2013)

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### Key words

CPD; learning materials; locating; self-development; self-study; developing skills; customer service; contact centres; improve; develop; communication; problem solving; behaviours; work with others; giving information; teamwork; receiving