

CFACSD17 (SQA Unit Code – H9YP 04)

Manage a customer service award programme



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.

This Standard is about the competences involved in managing a customer service award programme for individuals or teams within an organisation. A customer service award programme can make a valuable contribution to your organisation's customer service strategy. It serves the dual role of motivating team members and displaying to customers your commitment to customer service. Whilst such a programme must be managed like any other management project, its dual purpose means that each management action associated with it must take full account of the strategic customer service implications.

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Performance criteria

Plan a customer service award programme

You must be able to:

- P1 identify all the possible options for a customer service award scheme drawing on examples inside and outside of your own organisation
- P2 identify the benefits and drawbacks of each option for a customer service award programme
- P3 choose the option for a customer service award programme that best suits your customer satisfaction and team motivation objectives
- P4 plan the details of your chosen customer service award programme
- P5 identify the benefits and costs of your chosen customer service award programme in relation to customer satisfaction and team motivation
- P6 make a business case for the introduction of a customer service awards programme or for the development of an existing programme

Implement and manage a customer service award programme

You must be able to:

- P7 launch developments in the customer service award programme in a way that informs and motivates customers and team members
- P8 ensure that the criteria for the customer service awards are transparent and are considered fair by team members
- P9 publicise the customer service awards programme to customers in a way that demonstrates organisational commitment to excellent customer service
- P10 organise the judging of individual and team awards in a way that means the results can be justified to the organisation as a whole
- P11 announce the results and present the awards in a manner that suits the culture of your organisation and customer service team
- P12 review and evaluate the effects of the customer service awards programme on customers and team members

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Knowledge and understanding

You need to know and understand:

- K1 the principles of motivation and in particular the importance of recognition as a motivator
- K2 how to make use of customer service award programmes as promotional tools to give added value to customer satisfaction
- K3 the benefits and drawbacks of different rewards associated with award programmes
- K4 aspects of organisational culture that may support or detract from the value of a customer service award programme

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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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