CFACSD18 (SQA Unit Code – H9YR 04)

Apply technology or other resources to improve customer service

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.

Customer service changes and improves sometimes through the application of technology or other resources as much as through changes in behaviour of those delivering the service. Whilst these changes can bring real benefits they inevitably come at an initial cost which must be taken into consideration. This Standard is about the process of managing the application of technology or other resources to a customer service process. It involves a systematic approach to considering and evaluating options, implementing the most appropriate and reviewing the results.

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Performance criteria

Identify and specify opportunities for customer service improvement

You must be able to:

P1 monitor developments in technology and the use of other resources to improve customer service
P2 review customer service delivery systems with specific reference to use of resources and technology
P3 identify opportunities and options for improving customer service by applying technology or other resources
P4 analyse the customer service benefits that could result from options for improvement
P5 specify the changes in technology or other resources needed to deliver the options

Evaluate options for applying technology or other resources to improve customer service

You must be able to:

P6 identify the options for improving customer service with the application of technology or other resources
P7 establish the costs associated with each option for improving customer service
P8 list and where possible quantify the benefits from each option for improving customer service
P9 estimate the affordability of each option to improve customer service
P10 recommend the most appropriate options for implementation
P11 identify the probable effects of any recommended changes on your organisation's service offer and customer perceptions
P12 plan a business case to support your recommendations for improvements through application of technology or other resources

Oversee the implementation of resource changes to improve customer service

You must be able to:

P13 plan implementation using details of agreed developments to improve customer service
P14 brief colleagues about the implementation of customer service improvements and the expected benefits
P15 monitor implementation of customer service improvements and the expected benefits
P16 review implementation of customer service improvements with colleagues
P17 make appropriate adjustments to implementation of customer service improvements as a result of review

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Knowledge and understanding

You need to know and understand:

K1 current trends in information and communication technology (ICT) that imply changes to the channels and social media platforms used by customers

K2 features and functionality of available technology that may contribute to improvements in customer service

K3 how the application of additional resources other than technology can be used to improve customer service

K4 methods for the systematic review of customer service systems

K5 techniques to analyse the costs and benefits of options for improving customer service

K6 methods for presenting a business case for applying technology or other resources to make improvements in customer service

K7 briefing techniques for introducing colleagues to changes

K8 ways to review and adjust customer service delivery after the implementation of changes

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Developed by	Skills CFA
Version number	2
Date approved	January 2013
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFACSD18
Relevant occupations	Customer Service Occupations

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Suite	Customer Service (2013)
Key words	improve customer service; develop customer service; technology; changes; models of good practice, legal, regulatory, research, best practice, evaluate, customer service; contact centres; developing; improving; communication; problem solving; behaviours