

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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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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