CFACSF1 (SQA Unit Code – H9YW 04)
Communicate in a customer service environment

Overview

This Standard is part of the Customer Service Theme of Customer Service Foundations. This Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you work. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

You need to be able to communicate with customers and colleagues using language and concepts that they can understand. This Standard is about the language and basic principles that are at the heart of customer service and the skills you need to communicate effectively with customers and colleagues. It also covers how you fit into the customer service picture in your organisation and the contribution of your job to good customer service. You need to be able to describe and explain the services or products that your organisation offers and how it delivers customer service. This means that you need to use the right language to describe customer service and describe why an organisation needs to balance customer needs with what the organisation is willing and able to provide. Using that language, the Standard will help you to understand how you and your job fit in. Everybody involved in customer service needs to know the customer service content of their job.

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Performance criteria	**Identify customers and their characteristics and expectations**
You must be able to:	P1 recognise typical customers and their expectations
	P2 discuss customer expectations with colleagues using recognised customer service language
	P3 follow procedures through which you and your colleagues deliver effective customer service
	Identify your organisation's services or products
You must be able to:	P4 outline your organisation's services or products to customers
	P5 list the information you need to deliver effective customer service and where that information can be found
	P6 discuss with colleagues the part you play in delivering your organisation's service offer

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Knowledge and understanding

You need to know and understand:

K1   who your customers are and the differences between an internal customer and an external customer

K2   your organisation's services or products and how to find information about them

K3   the connection between customer expectations and customer satisfaction in customer service

K4   why good customer service is important to any organisation

K5   why organisational procedures and teamwork are important to good customer service

K6   the service offer of your organisation and the part you play in delivering it

K7   who's who and who does what in delivering customer service in your organisation

K8   the main characteristics of typical customers that you deal with, what impresses them and what might upset or annoy them

K9   the kinds of information you need to give good service to customers

K10 typical customer service problems in your work and who should be told about them

K11 how the way you behave affects your customer's service experience

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