

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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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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