

National Unit Specification: general information

UNIT Contact Centre Skills: Customer Care 1 (Intermediate 1)

CODE DN8F 10

COURSE

SUMMARY

This Unit is designed to provide the candidate with skills in the provision of a customer service using Information and Communication Technology, and will reflect the importance of interpersonal communication in contact centre customer satisfaction. It is intended for candidates who are undertaking a Scottish Progression Award in Contact Centre Skills. It may also be used as a stand-alone Unit which introduces the candidate to the skills underpinning customer care using technology systems.

OUTCOMES

1. Identify customer needs.
2. Respond to customer needs using Information and Communication Technology.
3. Establish positive relationships with customers.
4. Handle customer complaints.

RECOMMENDED ENTRY

Entry to this Unit is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Administrative Information

Superclass: BA

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National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of core skills or core skills components.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Identify customer needs

Performance Criteria

- (a) Use active communication techniques to respond to customers.
- (b) Identify customer requirements.
- (c) Comply with relevant organisational procedures.
- (d) Maintain a positive image of the organisation.

Evidence Requirements

Performance evidence that the candidate meets the standards defined by the performance criteria by identifying customer needs for three different contacts covering three different types of situation.

Evidence will be in the form of an observation checklist supported by electronic data records.

OUTCOME 2

Respond to Customer Needs using Information and Communication Technology

Performance Criteria

- (a) Use appropriate technology to locate and provide relevant information.
- (b) Give accurate routine information and advice.
- (c) Comply with relevant legislation.
- (d) Record relevant details accurately on a database.
- (e) Comply with organisational requirements.

Evidence Requirements

Performance evidence that the candidate meets the standards defined by the performance criteria by providing service delivery to customers involving a minimum of three fact finding electronic searches and making an electronic record of relevant details for three different contacts covering three different types of situation.

Evidence will be in the form of an observation checklist supported by electronic data records.

OUTCOME 3

Establish positive relationships with customers.

Performance Criteria

- a) Respond promptly to enquiries.
- b) Provide accurate familiar information.
- c) Interact in a sensitive and helpful manner with the customer.
- d) Use interpersonal communication techniques to meet the needs of customers.
- e) Give verbal and non verbal feedback to progress communication.
- f) Keep customers informed of progress.

National Unit Specification: statement of standards (cont)

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Evidence Requirements

Performance evidence that the candidate meets the standards defined by the performance criteria by establishing positive rapport with a minimum of three different customers.

Evidence will be in the form of an observation checklist supported by electronic data records.

OUTCOME 4

Handle customer complaints.

Performance Criteria

- (a) Identify reason(s) for customer dissatisfaction.
- (b) Display patience and understanding.
- (c) Deal with routine issues within organisational procedures.
- (d) Explain action taken to customers.
- (e) Escalate as appropriate.
- (f) Maintain accurate electronic files.

Evidence Requirements

Performance evidence that the candidate meets the standards defined by the performance criteria by handling complaints by customers in the context of two different situations. At least one contact should involve the need for escalation.

Evidence will be in the form of an observation checklist supported by electronic data records.

National Unit Specification: support notes

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GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The Unit is intended for candidates following a course of study and programmed activities in contact centre skills. It has been identified as one of six Units which will contribute towards a Scottish Progression Award in *Introductory Contact Centre Skills*.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

The learning and teaching approaches to this Unit should be directly linked to a series of activities and exercises enabling candidates to experience situations where they will develop skills in providing a service delivery to customers. This will involve complying with organisational and legislative requirements, addressing customer needs and using appropriate technology. Candidates need a broad understanding of the importance of data protection and other relevant legislation, but not a detailed knowledge of the law. The focus at this level will be on following the requirements for customer care as defined by the organisation. These must include procedures and processes for compliance with all relevant legislation or regulations.

Outcome 1

Knowledge and skills required will include

- ◆ how to log information, how to deal with and initiate service requests
- ◆ authorisation procedures, how to confirm identity and validate requests
- ◆ the importance of presenting a positive image and impressions in greeting and closing dealings with customers orally and in writing

Outcome 2

Knowledge and skills will include

- ◆ methods and appropriate mode of response for each situation. An inbound telephone query may be handled fully over the telephone or it may be more appropriate in some cases to also send a written (email, fax) response, for example where a written quote is called for or where the information/advice is complicated or involves figures.
- ◆ how to record information efficiently using a computer
- ◆ how to access and make appropriate use of information held on computer

There are opportunities for integration with Outcome 3 of the unit Contact Centre Skills: Information and Communication Technology.

National Unit Specification: support notes (cont)

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Outcome 3

Communication techniques for establishing positive working relationships orally and/or in writing will include:

- ◆ appropriate greeting, closing, acknowledging, recapping
- ◆ non-verbal feedback, tone, smiling and having alert posture while on the telephone
- ◆ use of clear language, using positive language suited to the customer
- ◆ presenting information in a positive manner, identifying benefits
- ◆ being aware of barriers to effective communication
- ◆ ways of supporting customers with particular needs, such as, for example, hearing impairment, language or cultural differences
- ◆ effective attentive listening techniques, recognising and responding to verbal signals, using closed and open questions as appropriate

Outcome 4

At this level the focus will be on handling difficulties in a pleasant and sensitive manner, and working with the customer to attempt to resolve routine issues within the limits of authority and organisational procedures

Knowledge and skills will include

- ◆ types of dissatisfaction –product, service-and appropriate responses
- ◆ remaining calm and pleasant in potentially difficult situations
- ◆ organisational procedures
- ◆ relevant legislation
- ◆ appropriate form and style of communication covering telephone, email, fax
- ◆ limits and lines of authority, when to refer/ escalate

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

For all assessments:

- ◆ the assessment of performance should be as natural and efficient as possible and therefore some evidence of competence should come from assessors and/or others acting as ‘expert witnesses’. Detailed observation checklists, witness testimony and peer and self assessment may all provide appropriate performance evidence
- ◆ written evidence should arise naturally from tasks and activities appropriate to the workplace, such as copies of electronic files, work logs, e-mail, contact reports and job sheets.

National Unit Specification: support notes (cont)

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- ◆ ephemeral evidence, for example of decision taking, could be cross checked by oral questioning and backed up by brief written evidence – for example in the form of annotations to observation checklists

There are opportunities for integration with assessment of other units in the award.

The use of simulation in a realistic workplace environment is acceptable where performance evidence in the workplace is unobtainable.

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).