

305 Manage and evaluate customer relations

Summary

Deliver, evaluate and improve services to meet customer needs. Customers may be internal or external to the organisation.

You will apply the following skills:

- Interpersonal skills
- Questioning
- Listening
- Negotiating
- Managing time
- Monitoring
- Evaluating
- Problem solving

Performance Indicators

You will:

Identify customer needs and expectations

1. Build positive working relationships with customers
2. Identify and confirm customer needs
3. Agree timescales and quality standards with customers, and the procedures to follow if these are not achieved

Deliver services

4. Provide services to agreed timescales and quality standards
5. Check customer needs and expectations are met
6. Resolve or refer complaints in a professional manner and to a given timescale

Monitor and evaluate services

7. Obtain and record customer feedback
8. Analyse and evaluate customer feedback
9. Take action to improve customer relations

Knowledge

You will know:

1. What is meant by 'customer' and who your customers are
2. Why effective and efficient customer service is important
3. How to build positive working relationships with customers
4. Why it is important to identify and confirm customer needs
5. The types of quality standards that are appropriate to your responsibilities
6. How to set and meet timescales and quality standards with customers
7. Why it is important to monitor customer satisfaction and how to do so
8. The types of problems that customers may experience and how to solve them
9. The complaints procedures you should follow and when
10. The techniques for collecting and analysing customer feedback
11. Why continuous improvement is important