

ASTCS21 - SQA Unit Code F03Y 04

Deliver reliable customer service



Overview

This Unit is all about how you deliver consistent and reliable service to customers.

As well as being good with people, you need to work with your organisation's service systems to meet and, wherever possible, exceed customer expectations.

In your job there will be many examples of how you combine your approach and behaviour with your organisation's systems. You need to prepare for each transaction with a customer, deal with different types of customers in different circumstances and check that what you have done has met customer expectations.

To meet this standard you have to deliver excellent customer service over and over again.

Customer Service Standards

When you deliver reliable customer service you must consistently:

There are three elements:

- 1 Element 1. Prepare to deal with your customers
- 2 Element 2. Give consistent service to customers
- 3 Element 3. Check customer service delivery

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Performance criteria

You must be able to:

Prepare to deal with your customers

- P1 keep your knowledge of your organisation's services or products up-to-date
- P2 ensure that the area you work in is tidy, safe and organised efficiently
- P3 prepare and arrange everything you need to deal with your customers before your shift or period of work commences

Give consistent service to customers

You must be able to:

- P4 make realistic promises to your customers about the delivery of services or products
- P5 ensure that your promises balance the needs of your customer and your organisation
- P6 keep your promises to your customers
- P7 inform your customers if you cannot keep your promises due to unforeseen circumstances
- P8 recognise when your customer's needs or expectations have changed and adapt your service to meet their new requirements
- P9 keep your customer informed if delivery of the service needs to involve passing them on to another person or organisation

Check customer service delivery

You must be able to:

- P10 check that the service you have given meets your customer's needs and expectations
- P11 identify when you could have given better service to your customer and how your service could have been improved
- P12 share information with colleagues and service partners to maintain and improve your standards of service delivery

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's procedures and systems for delivering customer service
- K2 methods or systems for measuring an organisation's effectiveness in delivering customer service
- K3 your organisation's procedures and systems for checking service delivery
- K4 your organisation's requirements for health and safety in your area of work

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ADDITIONAL INFORMATION

Glossary

1. prepare service
2. keep promises
3. inform customers
4. check delivery
5. improve service
6. share information

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