

CFACSC3 - SQA Unit Code F941 04

Resolve customer service problems



Overview

This Standard is part of the Customer Service Theme of Handling Problems. This Theme covers the behaviours, processes and approaches that are most effective when handling customer service problems. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Standard is about what to do when it is difficult to meet customer expectations. Even if the service you give is excellent, some customers experience problems. Part of your job is to help to resolve those problems. There is likely to be a problem if customer expectations are not met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed. Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed. As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right. This Standard is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

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Performance criteria

Spot customer service problems

You must be able to:

- P1 listen carefully to your customers about any problem they have raised
- P2 ask your customers about the problem to check your understanding
- P3 recognise repeated problems and alert the appropriate authority
- P4 share customer feedback with others to identify potential problems before they happen
- P5 identify problems with systems and procedures before they begin to affect your customers

Pick the best solution to resolve customer service problems

You must be able to:

- P6 identify the options for resolving a customer service problem
- P7 choose the most effective method of communication for dealing with your customer when resolving a customer service problem
- P8 work with others to identify and confirm the options to resolve a customer service problem
- P9 work out the advantages and disadvantages of each option for your customer and your organisation
- P10 pick the best option for your customer and your organisation
- P11 identify for your customer other ways that problems may be resolved if you are unable to help

Take action to resolve customer service problems

You must be able to:

- P12 discuss and agree the options for solving the problem with your customer
- P13 take action to implement the option agreed with your customer
- P14 work with others and your customer to make sure that any promises related to solving the problem are kept
- P15 keep your customer fully informed about what is happening to resolve the problem
- P16 check with your customer to make sure the problem has been resolved to their satisfaction
- P17 give clear reasons to your customer when the problem has not been resolved to their satisfaction

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Knowledge and understanding

You need to know and understand:

- K1 organisational procedures and systems for dealing with customer service problems
- K2 how to defuse potentially stressful situations
- K3 how to negotiate
- K4 the limitations of what you can offer your customer
- K5 types of action that may make a customer problem worse and should be avoided
- K6 how to choose the most effective method of communication when dealing with customer service problems
- K7 how to make best use of remote communications with customers through social media when resolving customer problems

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Originating organisation	Skills CFA
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Relevant occupations	Customer Service Occupations; Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations; Ticketing Occupations; Admissions; Box Office; Visitor Services; Booking Office;
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Suite	Customer Service (2013); Cultural & Heritage Venue Operations; Ticketing;
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