

CFACSB2 (SQA Unit Code – FE1V 04) Deliver reliable customer service



Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. 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 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 or 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.

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Performance criteria

Prepare to deal with your customers

You must be able to:

- 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 customer service promises to your customers
- P5 ensure that your promises balance the needs of your customers 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 customers' needs or expectations have changed and adapt your service to meet their new requirements
- P9 keep your customers 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 customers' needs and expectations
- P11 identify when you could have given better service to your customers 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 services or products
- K2 your organisation's procedures and systems for delivering customer service
- K3 methods or systems for measuring an organisation's effectiveness in delivering customer service
- K4 your organisation's procedures and systems for checking service delivery
- K5 your organisation's requirements for health and safety in your area of work

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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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