

## CFACSD5 (SQA Unit Code – FE2M 04)

### Buddy a colleague to develop their customer service skills



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#### Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

In customer service roles it is often useful to have a 'buddy' relationship with somebody who has more experience of the same customer service situation. If you are asked to buddy a colleague who is learning customer service aspects of their job, you need to approach that responsibility in an organised way. This Standard is about how to be a good buddy by working alongside your colleague and providing them with constructive feedback and support. You do not need to be more senior than your colleague or their supervisor to act as a customer service buddy.

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### Performance criteria

#### Plan and prepare to buddy a colleague

*You must be able to:*

- P1 agree with your colleague aspects of their work which may benefit most from your buddying support
- P2 your understanding of your colleague's job tasks and responsibilities using reliable sources
- P3 clarify the customer service image and impression your colleague should present in their job
- P4 arrange times when it will be most helpful to work alongside your colleague
- P5 plan details of a buddy session to support your colleague on the job

#### Support your buddy colleague on the job

*You must be able to:*

- P6 agree with your colleague where you will be placed near them when buddying them on the job
- P7 ensure your presence when your buddy is dealing with customers does not detract from effective customer service
- P8 carry out customer service tasks in the presence of your buddy colleague to set an example they can follow
- P9 observe your colleague closely to identify what they do well and areas in which they could improve
- P10 discuss each customer transaction briefly when there is time available between dealing with customers to identify approaches that work well and areas for improvement
- P11 praise your colleague on aspects of their work which they have carried out well
- P12 explain to your colleague ways in which they can improve their customer service performance
- P13 make notes on your colleague's strengths and areas for development that you can discuss with them

#### Provide buddy support off the job

*You must be able to:*

- P14 arrange suitable times to meet with your buddy colleague when they are not directly engaged with customers
- P15 identify areas of general interest that help to establish rapport with your buddy colleague
- P16 use notes made when observing your colleague to discuss positive and negative aspects of their performance
- P17 agree actions your buddy colleague can take to improve their customer service performance
- P18 offer hints and tips on effective customer service actions to your buddy colleague drawn from your own experience

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### Knowledge and understanding

*You need to know and understand:*

- K1 the tasks in your buddy colleague's job
- K2 areas of the job that benefit most from buddying support
- K3 the customer service image and impression that should be presented in your buddy colleague's job
- K4 the best times at which to work alongside your buddy colleague
- K5 ways to work alongside your buddy colleague without intruding on the customer relationship
- K6 techniques for giving positive feedback and constructive criticism to your buddy colleague
- K7 the importance of establishing an effective rapport with your buddy colleague
- K8 options for actions your buddy colleague can take to improve their customer service performance

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### Suite

Customer Service (2013)

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### Key words

Buddying; colleagues; develop skills; relationships; learning; working together; constructive feedback; customer service; contact centres; improve; develop; communication; problem solving; behaviours; work with others; teamwork; giving information