

# CFACSF3 - SQA Unit Code FE2R 04

## Demonstrate understanding of customer service



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### Overview

This Unit is part of the Customer Service Theme of Customer Service Foundations. The Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you work. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Industries and organisations have developed a language and approach for customer service that is recognised and understood as the basis for service excellence. You need to understand and apply this language and approach if you are to become a true Customer Service Professional. This unit is about being able to understand and explain the principles of customer service and the way they can be applied in specific customer service situations. The basic principles in this unit influence all aspects of making customer service work and enable you to place professional customer practice in the context of your industry sector and your own organisation. Above all, working as a customer service professional involves working with colleagues to develop deeper and broader understanding of customer service language and principles.

### Performance criteria

*You must be able to:*

#### **Use accepted customer service language**

- P1 communicate to customers your organisation's service offer, how it balances organisational and customer needs and how it meets customer expectations
- P2 compare the service offers of commercial, public sector and third sector organisations and how they each meet customer expectations
- P3 discuss with colleagues steps that team members can take to deal with different customers and different customer service situations

#### **Apply customer service principles in your customer service role**

- P4 follow the key policies and procedures in your organisation for the delivery of services or products
- P5 demonstrate an awareness of how your organisation's service approach and service offer fit within your own industry and differ from those of other industries
- P6 discuss with colleagues how your organisation's ethical and value base fits with organisational needs and customer expectations

#### Knowledge and understanding

*You need to know and understand:*

- K1 how your organisation's service offer meets customer expectations
- K2 how your organisation's service offer is affected by financial and other resource limitations
- K3 the impact that your organisation's service offer may have on different people in the service chain
- K4 how customers form their expectations of the services or products
- K5 the importance of effective teamwork for the delivery of excellent customer service
- K6 how customer service can contribute to best value in a public sector or third sector organisation
- K7 how customer service can provide a competitive advantage for a commercial organisation
- K8 why your organisation must limit the customer service it gives to balance customer satisfaction with organisational goals
- K9 how you deal with different customer behaviours and personalities to achieve customer satisfaction
- K10 the importance of effective communication in the delivery of excellent customer service
- K11 how you ensure your communication with diverse groups of customers is effective and efficient
- K12 the importance of continuous improvement within customer service
- K13 the key policies and procedures in your organisation for the delivery of services or products and why it is important to follow them
- K14 how your industry's approach to customer service differs from the approach of one other industry
- K15 the service offer of competitors of your organisation or any organisations offering similar services or products
- K16 the features and benefits of your organisation's services or products that influence customer service delivery and customer satisfaction
- K17 how your organisation balances its needs with customer expectations and needs
- K18 the ethical and value base of your organisation's approach to customer service
- K19 how your behaviour when improving customer service delivery affects the success of any changes customer expectations and needs

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