
Overview

This unit is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Effective and improving customer service may make use of a customer service knowledge set. This information base is built up continuously as the organisation learns from interaction with its customers. A knowledge set may contain a wide variety of information about customers and their transactions with the organisation. It will, in any case, rely in the actions of you and colleagues in direct contact with customers to build and grow as a useful customer service tool. This unit is all about actions you take to add to the information set and how you use it to develop the way you deal with customer transactions. This unit is for you only if your organisation has a systematic and technology supported approach to building a customer information set.

Performance criteria

You must be able to:

Input details of customer queries and requests and develop responses

- P1 identify through active listening customer queries and comments for inclusion in the knowledge set
- P2 classify information collected through customer contact for inclusion in the knowledge set
- P3 identify questions frequently asked by customers
- P4 identify the broad customer service messages of your organisation's answers to frequently asked questions
- P5 work with colleagues to develop responses to customer queries and requests
- P6 contribute ideas and responses to the customer knowledge set which build on key organisational customer service messages
- P7 check the effects of possible responses included in the knowledge set with customers during live customer service delivery or in trials
- P8 monitor the customer service knowledge set to identify trends and patterns

Use a customer service knowledge base

- P9 access information from the customer service knowledge set using specific search criteria
- P10 browse the customer service knowledge set to research a topic of interest or project area
- P11 use the customer service knowledge set to inform the introduction of a new product or service variation
- P12 use the customer service knowledge set to respond to a specific customer request or query
- P13 assist a colleague to locate specific information in the customer service knowledge set
- P14 add to the customer service knowledge set as a result of dealing with a customer request or query

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Build a customer service knowledge set

Knowledge and understanding

You need to know and understand:

- K1 the structure and content of your organisation's customer service information set
- K2 input and update routines for adding to the customer service knowledge set
- K3 ways that information in a customer service knowledge set can be classified
- K4 questions frequently asked by customers of your organisation
- K5 the importance of working with colleagues to develop responses to customer requests and queries
- K6 your organisation's key messages in relation to the services or products you are delivering
- K7 ways to interpret information in a customer service knowledge set
- K8 techniques for assisting a colleague to locate information in a customer service knowledge set

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Build a customer service knowledge set

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