

# CFACSA17 (SQA Unit Code – FE3G 04)

## Champion customer service



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### Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have 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.

Staff with high levels of responsibility for customer service have an important role to play as champions of excellent service within their organisations. They should also promote customer service to service partners without whom their organisation cannot deliver reliable and excellent customer service. They need to have a great deal of knowledge and expertise from which others can benefit. This Standard is about acting as a champion – being constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on your knowledge and expertise to others.

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### Performance criteria

#### Promote the importance and benefits of customer service

*You must be able to:*

- P1 explain the role of customer service within your organisation's strategic and business plans
- P2 continuously monitor developments in your organisation in order to identify those important to customer service
- P3 analyse the implications of customer service developments in your organisation
- P4 question and challenge developments from the customer's standpoint
- P5 use your influence to ensure that developments improve customer service

#### Provide advice and information on customer service issues

*You must be able to:*

- P6 make it known that you can provide customer service advice and information
- P7 respond to requests for customer service advice and information
- P8 carry out any necessary research to enhance or verify the advice and information you are giving
- P9 communicate customer service advice and information effectively
- P10 help others to explore the implications of your advice and information for their own work and identify actions that the advice and information might prompt
- P11 monitor how effective your advice and information has been
- P12 review the way you collect information, formulate advice and communicate it to others

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### Knowledge and understanding

*You need to know and understand:*

- K1 the processes for decision making within your organisation and who is involved
- K2 how to monitor developments within your organisation
- K3 how to use your influence and authority to affect decision making
- K4 the types of developments that are likely to affect customer service and how to analyse the implications for customer service
- K5 the importance of empathising with customers and how to represent their viewpoint in a constructive way
- K6 how to identify when others need advice and information on customer service issues
- K7 how to use different types of research to support your advice and information on customer service
- K8 how to apply your advice and information in practice
- K9 how to monitor the effect of your advice and information

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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](http://www.sqa.org.uk)

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**Developed by** Skills CFA

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**Version number** 2

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**Date approved** January 2013

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**Indicative review date** January 2016

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**Validity** Current

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**Status** Original

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**Originating organisation** Skills CFA

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**Original URN** CFACSA17

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**Relevant occupations** Customer Service Occupations

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**Suite** Customer Service (2013)

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**Key words** Responsibility; excellent service; service partners; knowledge; champion; analyse; expertise; customer service; communication; problem solving; Behaviours; work with others; team working

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