

CFACSB16 (SQA Unit Code – FE3N 04) Deliver seamless customer service with a team



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.

Excellent customer service is a team effort. You cannot win and maintain the loyalty of customers without pulling together with all the other staff who help to organise the delivery of services or products, interface with the customer or provide back-up to customer service activities. The team probably includes colleagues, senior managers and service partners who are working in other departments or outside organisations but still contribute to customer service delivery. To achieve your organisation's aims and objectives for customer service you will need to have effective working relationships with all of these – especially when you urgently need their co-operation and support.

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Performance criteria

Build effective working relationships with colleagues

You must be able to:

- P1 identify and agree with colleagues team strategies for delivering seamless customer service
- P2 share information and knowledge to improve customer service
- P3 encourage, accept and respond positively to feedback from colleagues on customer service performance
- P4 work with colleagues to deal with conflict constructively
- P5 review teamwork strategies for delivering seamless customer service with colleagues

Build effective relationships with service partners

You must be able to:

- P6 identify the service partners who are most significant to delivery of seamless customer service
- P7 take opportunities to establish and develop effective working relationships with service partners
- P8 ensure that your commitments to service partners and their commitments to you are being fulfilled as agreed
- P9 communicate clearly and in good time with service partners on issues that affect them and your customers
- P10 work together with service partners to resolve customer service problems
- P11 work together with service partners to deal with conflict constructively

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Knowledge and understanding

You need to know and understand:

- K1 how to analyse the contribution and roles of colleagues and service partners when delivering customer service
- K2 the types of support you could provide to colleagues and service partners and they could provide to you to deliver seamless customer service
- K3 the benefits and challenges of collaborative working, what may go wrong and how to prepare for this
- K4 the value and importance of effective communication with colleagues and service partners
- K5 the types of behaviours that show you have a relationship of respect and honesty with colleagues and service partners
- K6 how to deal with conflict constructively

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