

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



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### 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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### 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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<b>Developed by</b>	Skills CFA
<b>Version number</b>	2
<b>Date approved</b>	January 2013
<b>Indicative review date</b>	January 2016
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Skills CFA
<b>Original URN</b>	CFACSB16
<b>Relevant occupations</b>	Customer Service Occupations
<b>Suite</b>	Customer Service (2013)
<b>Key words</b>	Team work; delivery; maintain loyalty; work with others; team; working relationships; co-operation; support

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