

## CFACSD16 (SQA Unit Code – FE3V 04)

### Develop a customer service strategy for a part of an organisation



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#### Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

If organisations want to be consistently successful in customer service over a period of time, they need a customer service strategy. Managers and other senior staff can contribute to this through their knowledge of the organisation's customers and their expertise in customer service. This contribution is also based on what they know of other organisations and published research into trends in customer service. This Standard does not assume you have full responsibility for your organisation's customer service strategy but that you take a major role in the development of strategy for a particular part of your organisation.

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#### Performance criteria

#### Research and evaluate your organisation's business and customer service strategy

*You must be able to:*

- P1 identify your organisation's values, aims and objectives
- P2 identify the role of a given part of the organisation in achieving the strategy
- P3 evaluate the implications of the strategy for customer service in this part of the organisation
- P4 confirm the implications of the strategy for customer service with colleagues
- P5 collect information on and analyse customer expectations
- P6 match customer expectations with the customer service implications of the business strategy for a given part of your organisation

#### Help to identify current and future best practice in customer service

*You must be able to:*

- P7 identify other organisations which represent models of good practice in customer service
- P8 evaluate the key features of customer service in these organisations and the principles that underpin their approaches
- P9 identify and analyse current research on trends and developments in customer service
- P10 identify and analyse relevant legal and regulatory requirements, codes of practice and ethical considerations
- P11 explore the implications of your research for the part of the organisation you are working in
- P12 discuss the outcomes of your research with colleagues

#### Identify and recommend the key features of a customer service strategy

*You must be able to:*

- P13 identify values, aims and objectives that are consistent with your research
- P14 identify contact processes and channels for customer service that are consistent with your values, aims and objectives
- P15 identify how you will evaluate the effectiveness of the strategy
- P16 discuss with colleagues the key features of a customer service strategy
- P17 construct a customer service strategy for the chosen part of the organisation and agree it with colleagues and managers

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the importance of having a customer service strategy for a given part of the organisation
- K2 how to access information on your organisation's overall business strategy and analyse its implications
- K3 sources of information you can use to find out about your customers and their expectations
- K4 the benefits of using information about customers and their expectations available through social media
- K5 the importance of customer loyalty and customer service practices that can help to retain loyalty
- K6 how to identify other organisations which might represent models of best practice in customer service
- K7 sources of research on trends and developments in customer service
- K8 how to develop values, aims and objectives relevant to customer service
- K9 procedures for making recommendations within your organisation.

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**Relevant occupations** Customer Service Occupations

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**Suite**

Customer Service (2013)

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**Key words**

customer service strategy; managers; senior staff; expertise; research; trends; customer service; contact centres; developing; improving; communication; problem solving; behaviours; work with others; team working; giving information; receiving information