

## Evaluate the quality of customer service

### WM59 - SQA Unit Code H2L5 04

*This national occupational standard ICS 29 belongs to the Institute of Customer Service – the independent professional body for customer service.*

### Area of competence

This unit sits within 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, What this unit is about - Organisations need to know how effectively they are delivering customer service. Without this information, they will have no way of knowing if their customers are satisfied and are likely to remain loyal to the organisation. Nor will they know how they can improve customer service to meet and exceed customer expectations.

This unit covers planning how you will measure standards of customer service, collecting and analysing the information you need to evaluate the quality of customer service, developing conclusions and recommendations and then reporting your findings to relevant people.

### Key words and phrases for this unit

- measure service
- customer satisfaction
- monitor delivery
- collect information
- analyse information
- improve customer service

### Skills and competencies which demonstrate effective performance

#### *You show you are competent to:*

- Plan how to measure customer service
- Collect and analyse information on customer service

#### Plan how to measure customer service

1. Identify the aspects of customer service delivery that affect customer satisfaction
2. Plan how you will monitor the aspects of customer service delivery that affect customer satisfaction

3. Plan how you will analyse the information you have collected

#### **Collect and analyse information on customer service**

4. Implement your plans for monitoring customer service processes and outcomes
5. Analyse the monitoring information you have collected
6. Compare the conclusions of your analysis with the criteria you identified
7. Adapt your plans if the agreed methods of collecting and analysing information are not proving effective
8. Communicate the results of your measurement of customer service to colleagues
9. Agree actions to improve customer service that result from your measurements and analysis

#### **Knowledge and understanding**

*To be competent in evaluating the quality of customer service you need to know and understand:*

- a. the importance of measuring the quality of customer service
- b. how to identify which aspects of the customer service process affect customer satisfaction
- c. how to select the criteria you will use for measurement of customer service
- d. how to construct representative samples
- e. the types of information collection methods you could use
- f. methods of analysing information on the quality of customer service
- g. how to identify recommendations that flow from your measurement of customer service.
- h. the procedures for making recommendations within your organisation