

CFABAC121 - SQA Unit Code H989 04

Deliver, monitor and evaluate customer service to internal and/or external customers



Overview

This standard is about delivering, monitoring, evaluating and improving services to meet internal and/or external customer needs. It includes identifying customer needs and expectations, providing services to agreed timescales and quality standards and taking action to improve services based on feedback. It is for administrators who work solely with internal customers or solely with external customers, or with both internal and external customers.

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Performance criteria

Identify customer needs and expectations

You must be able to:

- P1 build positive working relationships with customers
- P2 manage expectations of customers to make sure they are realistic
- P3 identify and confirm customer needs
- P4 agree timescales and quality standards with customers

Deliver customer services

You must be able to:

- P5 provide services to agreed timescales and quality standards and follow procedures if these are not achieved
- P6 check customer needs and expectations are met
- P7 follow the correct procedures to handle complaints in a professional manner and to a given timescale

Monitor and evaluate customer services

You must be able to:

- P8 obtain and record customer feedback
- P9 analyse and evaluate customer feedback
- P10 take action to improve service to customers

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Knowledge and understanding

You need to know and understand:

- K1 the types of products and services offered by your organisation relevant to internal and/or external customers
- K2 what is meant by customer service
- K3 the purpose and benefits of delivering customer service that meets or exceeds and customer expectations
- K4 how to build positive working relationships with internal and/or external customers
- K5 how to manage customer expectations
- K6 the types of quality standards appropriate to own responsibilities
- K7 how to set and meet timescales and quality standards with internal and/or external customers
- K8 how to monitor internal and/or external customers satisfaction
- K9 the types of problems that internal and/or external customers may experience and how to process and resolve or refer them
- K10 the correct procedures to follow when handling complaints
- K11 the techniques for collecting and analysing internal and/or external customer feedback
- K12 the purpose and benefits of continuous improvement

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Additional Information

Skills

1. evaluating
2. monitoring
3. problem solving
4. questioning
5. listening
6. negotiating

Links to other NOS Customer Service, Communications

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