

# CFACSA7 (SQA Unit Code – H9XM 04)

## Live up to the brand promise when delivering customer service



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### Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have most impact on the way your customer sees you and the services or products of your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

You may work in an organisation that has a carefully defined brand and vision which includes a specific service offer and promise to your customers. Often, much work has taken place to develop these, and they influence what your customer expects. That service offer and promise are all part of a brand. By promoting the brand, the organisation is making a promise to your customers about what they can expect. Customer satisfaction is unlikely to be achieved if your customer's experience does not match their expectations of that promise. Even in organisations without a strong brand image, customers often have defined expectations. This Standard is about the way your work supports the branding of your services or products. It covers what you must do to make sure that you deliver the promise that your customer has come to expect. It also covers how you can avoid giving your customer an experience that is significantly different from the one offered in the promise.

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#### Performance criteria

#### Understand and explain the customer service promise

*You must be able to:*

- P1 explain the key features of the service offer, vision and promise your organisation has made and which represent its brand
- P2 identify the role you can play to ensure that your customer believes that the brand promise is being delivered
- P3 explain the procedures and regulations your organisation follows to support the brand
- P4 devise and use phrases that reinforce the brand
- P5 identify and avoid phrases that might be used, but would not fit with the brand
- P6 identify moments and actions within the delivery of customer service that are particularly relevant to your customer's experience of the promise being delivered
- P7 share ideas with colleagues about how particular words and approaches help to support the brand promise

#### Produce customer satisfaction by delivering the customer service promise

*You must be able to:*

- P8 ensure that your appearance and behaviour supports the organisation's brand
- P9 observe or listen to your customer closely to identify opportunities to reinforce their understanding of the brand promise
- P10 take actions to deliver customer service in a way that meets your customer's expectations and understanding of the brand promise
- P11 ensure that what you decide to do is realistic and in line with the brand promise and customer expectations
- P12 be positive and supportive about the brand promise

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### Knowledge and understanding

*You need to know and understand:*

- K1 the brand promise made by your organisation's promotional materials
- K2 the key features, moments of truth (those points in the customer service process that have the most impact on the customer experience) and customer experiences that define the organisation's brand
- K3 ways in which staff can contribute to communicating the brand promise to customers
- K4 sales, marketing and/or public relations reasons for defining a brand
- K5 how words can be used and adapted to reflect a brand promise
- K6 the importance of using words and phrases that reinforce the brand
- K7 how a brand promise is affected by social media exchanges
- K8 how actions can be used and adapted to reflect a brand promise

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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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**Relevant occupations** Customer Service Occupations

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**Suite** Customer Service (2013)

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