

## CFACSA9 (SQA Unit Code – H9XP 04)

### Go the extra mile in 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 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.

When your customer feels that you have taken special care to give them good service and have done something more than they expect, they are likely to enjoy a better customer service experience. Opportunities to add this extra value to your customer's experience depend on you spotting what they will particularly appreciate. Often you can offer this little extra when sorting out a difficulty or problem. Whatever special service you give when you "go the extra mile" must be within your own authority or with the authority of an appropriate colleague. It must also take account of the organisation's service offer and all the relevant procedures and regulations. As customers, we all enjoy and remember it when somebody has "gone the extra mile" to deliver special customer service.

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#### Performance criteria

#### Distinguish between routine service and going the extra mile

*You must be able to:*

- P1 explain the service offer clearly and concisely
- P2 identify your customer's expectations and needs
- P3 match the service offer with your customer's expectations and needs and identify the key differences
- P4 identify options for other actions that will give added value to your customer service and impress your customer
- P5 choose actions that are most appropriate to impress your customer

#### Check that your extra mile ideas are feasible

*You must be able to:*

- P6 match your ideas for added value customer service against your authority to see them through
- P7 check that your ideas for added value customer service are allowed within your organisation's guidelines and by external regulations
- P8 check that your ideas for added value customer service will not affect the service to your other customers
- P9 explain your ideas for added value service to a senior colleague or other appropriate authority

#### Go the extra mile in customer service

*You must be able to:*

- P10 take action to go the extra mile in customer service
- P11 ensure that your customer is aware of the added value of your actions
- P12 monitor the effects of your added value actions to ensure that the service given to your other customers are unaffected
- P13 note and pass on positive feedback from your customer about your actions
- P14 monitor feedback about customer reactions to actions taken to go the extra mile

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#### Knowledge and understanding

*You need to know and understand:*

- K1 your organisation's service offer
- K2 how customers form expectations of the service they will receive
- K3 what types of service action most customers will see as adding value to customer service
- K4 your organisation's rules and procedures that determine your authority to go the extra mile
- K5 relevant legislation and regulation that impact on your freedom to go the extra mile
- K6 how your organisation receives customer service feedback on the types of customer experience that has impressed them
- K7 your organisation's procedures for making changes in its service offer
- K8 how to monitor feedback from customers and colleagues about actions taken to go the extra mile
- K9 how to recognise when particular extra mile actions become routine and might be suitably accommodated within the service offer

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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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**Key words** customer service; communication; problem solving; behaviours; work with others; team working; feelings; adding value; appreciation; service offer

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