

CFACSA16 (SQA Unit Code – H9XY 04)

Build a customer service knowledge base



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.

Effective and improving customer service may make use of a customer service knowledge base. This knowledge base is built up continuously as the organisation learns from interaction with its customers. A knowledge base may contain a wide variety of information about customers and their transactions with the organisation. It may be drawn from a wide variety of sources. It will, in any case, rely on the actions of you and colleagues in direct contact with customers to build and grow as a useful customer service tool. This Standard is all about actions you take to add to the knowledge base and how you use it to develop the way you deal with customer transactions. This Standard is for you only if your organisation has a systematic and technology supported approach to building a customer knowledge base.

CFACSA16 (SQA Unit Code – H9XY 04)

Build a customer service knowledge base

Performance criteria

Input details of customer queries and requests and develop responses

You must be able to:

- P1 identify through active listening customer queries and comments for inclusion in the knowledge base
- P2 classify information collected through customer contact for inclusion in the knowledge base
- P3 identify questions frequently asked by customers
- P4 identify the broad customer service messages of your organisation's answers to frequently asked questions
- P5 work with colleagues to develop responses to customer queries and requests
- P6 contribute ideas and responses to the customer knowledge base which build on key organisational customer service messages
- P7 check the effects of possible responses included in the knowledge base with customers during live customer service delivery or in trials
- P8 monitor the customer service knowledge base to identify trends and patterns

Use a customer service knowledge base

You must be able to:

- P9 access information from the customer service knowledge base using specific search criteria
- P10 browse the customer service knowledge base to research a topic of interest or project area
- P11 use the customer service knowledge base to inform the introduction of a new product or service variation
- P12 use the customer service knowledge base to respond to a specific customer request or query
- P13 assist a colleague to locate specific information in the customer service knowledge base
- P14 add to the customer service knowledge base as a result of dealing with a customer request or query

CFACSA16 (SQA Unit Code – H9XY 04)

Build a customer service knowledge base

Knowledge and understanding

You need to know and understand:

- K1 the structure and content of your organisation's customer service knowledge base
- K2 input and update routines for adding to the customer service knowledge base
- K3 ways in which information for a customer service knowledge base can be drawn from different sources, including social media platforms
- K4 ways that information in a customer service knowledge base can be classified
- K5 questions frequently asked by customers of your organisation
- K6 the importance of working with colleagues to develop responses to customer requests and queries
- K7 your organisation's key messages in relation to the services or products you are delivering
- K8 ways to interpret information in a customer service knowledge base
- K9 techniques for assisting a colleague to locate information in a customer service knowledge base

CFACSA16 (SQA Unit Code – H9XY 04)

Build a customer service knowledge base

Developed by Skills CFA

Version number 2

Date approved January 2013

Indicative review date January 2016

Validity Current

Status Original

Originating organisation Skills CFA

Original URN CFACSA16

Relevant occupations Customer Service Occupations

CFACSA16 (SQA Unit Code – H9XY 04)

Build a customer service knowledge base

Suite

Customer Service (2013)

Key words

improving customer service; knowledge; interaction; colleagues; customer transaction; customer service; communication; problem solving; behaviours; work with others; team working