

CFACSB9 (SQA Unit Code – H9Y4 04)

Deliver customer service using service partnerships



Overview

This Standard is part of 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. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Excellent customer service relies on teamwork. In many situations, successful delivery of service to end user customers relies on a complete service chain of internal or external customers and internal or external suppliers. For this to work, a series of service partnerships must be formed which will enable the chain to work efficiently and effectively. This Standard is all about how to work effectively within a service chain and how to develop the links that cement key relationships. Effective communication and understanding of the roles of different organisations, departments and individuals are central to this area of your work. Do not choose this Standard if you have difficulty identifying a service chain that relies on you in your role developing effective service partnerships.

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Performance criteria

Work effectively within a customer service chain

You must be able to:

- P1 explain who is involved in the service chain that supplies your end user customers
- P2 identify which of those involved in your service chain is internal and which is external to your organisation
- P3 explain how the way you work with individual service partners contributes to an overall service chain
- P4 use the principles and practices applied to external customers to deliver excellent customer service to internal customers
- P5 work with internal customers and internal or external suppliers in the service chain to improve service to external customers
- P6 communicate effectively with internal customers to ensure that they are aware of any aspects of your work that might affect them

Build and nurture positive relationships in a customer service chain

You must be able to:

- P7 create a positive relationship between internal or external suppliers and customers by establishing rapport and showing understanding of everyone's roles in the service chain
- P8 identify where power and authority exist within the service chain
- P9 negotiate with internal customers and internal or external suppliers to establish service procedures that are acceptable to all and contribute to excellent customer service
- P10 develop positive relationships with an internal customer or supplier that are reflected in a formal or informal service level agreement that makes a positive contribution to the relationship
- P11 work with colleagues to develop and maintain awareness that a team within a service chain cannot work in isolation
- P12 agree with service partners how your work will be prioritised if there is a conflict of interest between the demands of internal and external customers

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Knowledge and understanding

You need to know and understand:

- K1 the responsibilities and rights that can be built into an internal customer/supplier relationship
- K2 the benefits and drawbacks of describing a relationship in a service chain as a supplier/customer relationship or a service partnership
- K3 how to establish priorities if internal customer demands conflict with external customer demands
- K4 how to maintain team identity whilst working constructively with other teams to deliver excellent customer service
- K5 how to negotiate successfully with internal customers or suppliers
- K6 the formal and informal structures of the organisation and how they can influence relationships
- K7 how to use all available sources of information about strategic service partners and social media to develop positive working relationships

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