

CFACSB11 (SQA Unit Code – H9Y5 04)

Improve the customer relationship



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.

To improve relationships with your customers you need to deliver consistent and reliable customer service. In addition, customers need to feel that you genuinely want to give them high levels of service and that you make every possible effort to meet or exceed their expectations. This encourages loyalty from external customers or longer-term service partnerships with internal customers. You need to be proactive in your dealings with your customers and to respond professionally in all situations. You need to negotiate between your customers and your organisation or department in order to find some way of meeting your customers' expectations. In addition you need to make extra efforts to delight your customers by exceeding their customer service expectations.

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Performance criteria

Improve communication with your customers

You must be able to:

- P1 select and use the best method of communication to meet your customers' expectations
- P2 take the initiative to contact your customers to update them when things are not going to plan or when you require further information
- P3 adapt your communication to respond to individual customers' feelings
- P4 monitor information about your interaction with customers using all available information channels

Balance the needs of your customer and your organisation

You must be able to:

- P5 meet your customers' expectations within your organisation's service offer
- P6 explain the reasons to your customers sensitively and positively when their expectations cannot be met
- P7 identify alternative solutions for your customers either within or outside the organisation
- P8 identify the costs and benefits of these solutions to your organisation and to your customers
- P9 negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation
- P10 take action to satisfy your customers with the agreed solution when balancing their needs with those of your organisation

Exceed customer expectations to develop the relationship

You must be able to:

- P11 make extra efforts to improve your relationship with your customers
- P12 recognise opportunities to exceed your customers' expectations
- P13 take action to exceed your customers' expectations within the limits of your own authority
- P14 gain the help and support of others to exceed your customers' expectations

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Knowledge and understanding

You need to know and understand:

- K1 how to make best use of the method of communication chosen for dealing with your customers
- K2 how to negotiate effectively with your customers
- K3 how to assess the costs and benefits to your customer and your organisation of any unusual agreement you make
- K4 the importance of customer loyalty and/or improved internal customer relationships to your organisation
- K5 how to monitor information about your interaction with customers from every available source including internet communication channels and social media platforms

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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 CFACSB11

Relevant occupations Customer Service Occupations

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Suite

Customer Service (2013)

Key words

Relationships; customer service; reliable; exceed expectations; external customer; internal customer; loyalty; service partnerships; customer service; communication; problem solving; behaviours; work with others; giving Information; teamwork