

# CFACSB14 (SQA Unit Code – H9Y7 04)

## Review the quality of customer service



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### 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.

People managing customer service need to know how effectively it is being delivered. Without this information, they have no way of knowing if their customers are satisfied and are likely to remain loyal. They also need to know what to do to improve customer service to meet and exceed customer expectations. This Standard is about planning how you measure standards of customer service by collecting and analysing information. You must develop conclusions and recommendations and then report your findings to relevant people. Most of all, this Standard is about approaching the review of customer service quality systematically and making full use of your findings.

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#### Performance criteria

#### Plan how to measure customer service

*You must be able to:*

- P1 identify the features of customer service delivery that affect customer satisfaction
- P2 plan how you will monitor the features of customer service delivery that affect customer satisfaction
- P3 plan how you will analyse the information you have collected

#### Collect and analyse information on customer service

*You must be able to:*

- P4 implement your plans for monitoring customer service processes and outcomes
- P5 analyse the monitoring information you have collected
- P6 compare the conclusions of your analysis with the criteria you identified
- P7 adapt your plans if the agreed methods of collecting and analysing information are not proving effective
- P8 communicate the results of your measurement of customer service to colleagues
- P9 agree actions to improve customer service that result from your measurements and analysis

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the importance of measuring the quality of customer service
- K2 how to identify which aspects of the customer service process affect customer satisfaction
- K3 how to select the criteria you will use for measurement of customer service
- K4 how to construct representative samples
- K5 the types of information collection methods you could use
- K6 how to make use of all available sources of information and feedback about service quality including what is available through social media
- K7 methods of analysing information on the quality of customer service
- K8 how to identify recommendations that flow from your measurement of customer service.
- K9 the procedures for making recommendations on customer service improvements within your organisation

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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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**Developed by** Skills CFA

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**Version number** 2

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**Date approved** January 2013

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**Indicative review date** January 2016

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**Validity** Current

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**Status** Original

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**Originating organisation** Skills CFA

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**Original URN** CFACSB14

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**Relevant occupations** Customer Service Occupations

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**Suite**

Customer Service (2013)

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**Key words**

Delivery; quality; expectations; planning; collecting; analysing; measuring; customer service; communication; problem solving; behaviours; work with others; teamwork; giving information; receiving information services; products