

CFACSC1 (SQA Unit Code – H9YA 04)

Recognise and deal with customer queries, requests and problems



Overview

This Standard is part of the Customer Service Theme of Handling Problems. This Theme covers the behaviours, processes and approaches that are most effective when handling customer service problems. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

No matter how good you are at providing consistent and reliable customer service, some of your customers will from time to time expect more. They can signal this in various ways and when they do you must know how to handle it. Sometimes customers ask different questions and request special treatment. You may be able to help them yourself and you certainly need to know who to ask for help if necessary. Some customers may be dissatisfied with the service and may present a problem. Your job is to recognise that there is a problem and make sure that the appropriate person deals with it.

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Performance criteria

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You must be able to:

- P1 deal with queries and requests from customers in a positive and professional way
- P2 seek information or help from a colleague if you cannot answer your customer's query or request
- P3 obtain help from a colleague if you are not able to deal with your customer's request
- P4 always tell your customer what is happening

Recognise and deal with customer problems

You must be able to:

- P5 recognise when something is a problem from the customer's point of view
- P6 not say or do anything which may make the problem worse
- P7 deal with a challenging customer calmly and confidently
- P8 recognise when to pass a problem on to an appropriate colleague
- P9 pass the problem on to your colleague with the appropriate information
- P10 check that the customer knows what is happening

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Knowledge and understanding

You need to know and understand:

- K1 who in the organisation is able to give help and information
- K2 limits of what they are allowed to do
- K3 what professional behaviour is
- K4 how to speak to people who are dissatisfied
- K5 how to deal with customers who are more demanding
- K6 what customers normally expect
- K7 how to recognise a problem from what a customer says or does
- K8 how to recognise a problem expressed by a customer through social media
- K9 what kinds of behaviours/actions would make situations worse
- K10 the organisational procedures you must follow when you deal with problems or complaints
- K11 the types of behaviour that may make a problem worse

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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

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Suite

Customer Service (2013)

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customer queries; customer requests; customer problems; recognition; customer expectations; dissatisfaction; customer service; communication; problem solving; behaviours; work with others; giving information; teamwork; receiving information