

# CFACSD9 (SQA Unit Code – H9YM 04)

## Promote continuous improvement



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### Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Standard covers the key competence of the customer service professional. You must be dedicated to the continuous improvement of customer service and this involves organising changes in the way customer service is delivered over and over again. You need to identify potential changes, think through their consequences and make them work. Above all, this Standard covers the competence of organising and seeing through change that is sustainable and is in the spirit of continuous improvement in customer service.

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#### Performance criteria

#### Plan improvements in customer service based on customer feedback

- You must be able to:*
- P1 gather feedback from customers that will help to identify opportunities for customer service improvement
  - P2 analyse and interpret feedback to identify opportunities for customer service improvements and propose changes
  - P3 discuss with others the potential effects of any proposed changes for your customers and your organisation
  - P4 negotiate changes in customer service systems and improvements with somebody with sufficient authority to approve trial or full implementation of the change

#### Implement changes in customer service

- You must be able to:*
- P5 organise the implementation of authorised changes
  - P6 implement the changes following organisational guidelines
  - P7 inform people inside and outside your organisation who need to know of the changes being made and the reasons for them
  - P8 monitor early reactions to changes and make appropriate fine-tuning adjustments

#### Review changes to promote continuous improvement

- You must be able to:*
- P9 collect and record feedback on the effects of changes
  - P10 analyse and interpret feedback and share your findings on the effects of changes with others
  - P11 summarise the advantages and disadvantages of the changes
  - P12 use your analysis and interpretation of changes to identify opportunities for further improvement
  - P13 present these opportunities to somebody with sufficient authority to make them happen

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#### Knowledge and understanding

*You need to know and understand:*

- K1 how service improvements in your area affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements
- K2 how customer experience is influenced by the way service is delivered
- K3 how to collect, analyse and present customer feedback
- K4 how to make a business case to others to bring about change in the services or products you offer
- K5 how developments in communication channels such as social media present opportunities for customer service improvements

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**Suite**

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**Key words**

identifying changes; consequences; organising; continuous improvement; customer service; contact centres; developing; improving; communication; problem solving; behaviours; work with others; teamwork; giving information; receiving information; service