

## CFACSD22 (SQA Unit Code – H9YV 04)

### Develop a customer service network through social media platforms



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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.

Social media marketing represents a defined route for tackling all marketing activities using social media platforms. Especially where social media marketing is used, an organisation is likely to choose on-going use of social media to deliver customer service both proactively and reactively. This involves establishing and maintaining an appropriate presence on commonly used social media platforms. It also involves dealing with customers through those platforms so that a social media community is linked directly with each other and with the organisation. This Standard is all about the customer service actions needed to maintain and develop a customer network using social media platforms as important channels of communication. You should choose this Standard if your customer service role includes a full and active involvement with social media platform uses for customer service.

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#### Performance criteria

#### Identify and develop customer service processes that can be enhanced using social media

*You must be able to:*

- P1 analyse customer service processes that are essential to your organisation's service offer, services or products
- P2 identify social media platforms which are most likely to be used by your organisation's customers
- P3 research the ways in which your organisation and others currently use social media platforms for customer service
- P4 draw up a profile of how your customers and potential customers use social media platforms
- P5 identify social media communities that are relevant to your organisation's customer service processes
- P6 draw up profiles of the social media communities that are relevant to your organisation's customer service processes
- P7 identify and define improvements that could be made to your organisation's use of social media for customer service
- P8 check your proposed improvements comply with regulation relating to the use of social media

#### Manage on-going delivery of customer service using social media

*You must be able to:*

- P9 plan enhanced use of social media to deliver customer service using data gathered when reviewing existing social media uses
- P10 work with colleagues to allocate responsibilities for making improvements to social media use for customer service
- P11 contribute to the development of procedures for providing customer service to customers and social media communities
- P12 contribute to the implementation of improvements in customer service using social media
- P13 monitor the effects of improvements to customer service using social media
- P14 review use of social media for delivery of customer service using data collected through monitoring to identify further improvements

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#### Knowledge and understanding

*You need to know and understand:*

- K1 how to analyse customer service processes
- K2 your organisation's service offer, services or products
- K3 the mainstream and niche social media platforms used by customers
- K4 how organisations use social media platforms for customer service
- K5 how to profile customers who use particular social media platforms
- K6 the importance of making an impact on social media communications
- K7 how social media communications work
- K8 regulations relating to the use of social media
- K9 ways to develop improvements in the use of social media for customer service delivery
- K10 the importance of teamwork when seeking to devise and implement customer service improvements using social media
- K11 how to devise and present procedures for providing customer service using social media
- K12 how to select the data required for monitoring and observing improvements to customer service using social media
- K13 how to monitor the effects of improvements to customer service when observing social media data
- K14 metrics that may be used to monitor improvements to customer service using social media

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