

CFACSD22 (SQA Unit Code – H9YV 04)

Develop a customer service network through social media platforms



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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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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