

CFACSF3 (SQA Unit Code – H9YY 04)

Show understanding of customer service principles



Overview

This Standard is part of the Customer Service Theme of Customer Service Foundations. The Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you work. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Industries and organisations have developed a language and approach for customer service that is recognised and understood as the basis for service excellence. You need to understand and apply this language and approach if you are to become a true Customer Service Professional. This Standard is about being able to understand and explain the principles of customer service and the way they can be applied in specific customer service situations. The basic principles in this Standard influence all aspects of making customer service work and enable you to place professional customer service practice in the context of your industry sector and your own organisation. Above all, working as a customer service professional involves working with colleagues to develop deeper and broader understanding of customer service language and principles.

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Performance criteria

Use accepted customer service language

You must be able to:

- P1 communicate to customers your organisation's service offer, how it balances organisational and customer needs and how it meets customer expectations
- P2 compare the service offers of commercial, public sector and third sector organisations and how they each meet customer expectations
- P3 discuss with colleagues steps that team members can take to deal with different customers and different customer service situations

Apply customer service principles in your customer service role

You must be able to:

- P4 follow the key policies and procedures in your organisation for the delivery of services or products
- P5 show an awareness of how your organisation's service approach and service offer fit within your own industry and differ from those of other industries
- P6 show an awareness of how your organisation's service approach and service offer differ from your organisation's competitors
- P7 discuss with colleagues how your organisation's ethical and value base fits with organisational needs and customer expectations

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Knowledge and understanding

You need to know and understand:

- K1 how your organisation's service offer manages customer expectations within financial and other resource limitations
- K2 how customers form their expectations of services or products
- K3 how customer service can contribute to best value in a public sector or third sector organisation
- K4 how customer service can provide a competitive advantage for a commercial organisation
- K5 how you deal with different customer behaviours and personalities to achieve customer satisfaction
- K6 the importance of effective communication and teamwork for the delivery of excellent customer service
- K7 the importance of continuous improvement within customer service
- K8 the key policies and procedures in your organisation for the delivery of services or products and why it is important to follow them
- K9 how your industry's approach to customer service differs from the approach of one other industry
- K10 the service offer of competitors of your organisation or any organisations offering similar services or products
- K11 the features and benefits of your organisation's services or products that influence customer service delivery and customer satisfaction
- K12 how your organisation balances its needs and goals with customer expectations and needs
- K13 the ethical and value base of your organisation's approach to customer service

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Developed by	Skills CFA
Version number	2
Date approved	January 2013
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFACSF3
Relevant occupations	Customer Service Occupations

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Suite

Customer Service (2013)

Key words

customer service; customer care; contact centres; communication; problem solving; behaviours; customer service principles; customer service professional; work with colleagues; customer service language; service offer; financial limitations; services