

## CFACSF3 (SQA Unit Code – H9YY 04)

### Show understanding of customer service principles



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#### 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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### 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](http://www.sqa.org.uk)

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**Suite**

Customer Service (2013)

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**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