

## CFACSF4 (SQA Unit Code – HA00 04)

### Show understanding of the rules that impact on improvements in customer service



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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.

The job of a customer service professional is to develop and improve customer service. However, this must be done within a framework of organisational procedures, regulation and legislation. Some of this framework applies only to your organisation, some applies to your industry sector and some is based on national regulation and legislation. This standard is about the rules, regulation and legislation that can impact on the way you develop and improve customer service. It requires you to demonstrate that you follow those rules when taking actions to improve customer service.

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### **Performance criteria**

**Show understanding of the organisational rules and procedures that impact on customer service improvements**

*You must be able to:*

- P1 identify organisational policies, procedures and practices that may impact on proposed improvements in customer service
- P2 show an awareness of the procedures and actions needed to secure approval for proposed improvements in customer service
- P3 agree with colleagues or service partners the actions needed to meet organisational requirements when implementing proposed customer service improvements

**Show an understanding of the legislation and external regulation that impact on customer service improvements**

*You must be able to:*

- P4 identify relevant customer related legislation and external legislation that may affect the implementation of customer service improvements
- P5 identify relevant general business legislation and external regulation that may affect the implementation of customer service improvements
- P6 balance the requirements of legislation and external regulation with the needs of the organisation when implementing customer service improvements

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### Knowledge and understanding

*You need to know and understand:*

- K1 organisational policies, procedures and practices that you need to take into account when you propose improvements in customer service
- K2 how you gain approval to change customer service procedures or practices
- K3 the limits of your own authority and who else in the organisation needs to be involved if you cannot authorise improvements alone
- K4 how you would involve colleagues or service partners in the implementation of improvements
- K5 relevant legislation and external regulation relating to consumer protection and data protection
- K6 relevant legislation and external regulation relating to diversity, inclusion and discrimination
- K7 relevant legislation and external regulation relating to health and safety of customers and colleagues
- K8 the need to balance the requirements of legislation and external regulation with the needs and objectives of your organisation
- K9 legislation and external regulation that affect customer service in your industry in particular

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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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**Originating organisation** Skills CFA

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**Original URN** CFACSF4

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**Relevant occupations** Customer Service Occupations

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### **Suite**

Customer Service (2013)

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### **Key words**

Rules; regulations; legislation; improve customer service; customer service; contact centres; developing; improving; communication; problem solving; behaviours; work with others; teamwork; giving information; receiving Information; services; products