

CFACSF4 (SQA Unit Code – HA00 04)

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



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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Suite

Customer Service (2013)

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