

Resolve customer service problems

Overview

This standard is about the effective handling of customer service problems. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

It is sometimes difficult to meet customer expectations. Even if the service you give is excellent, some customers experience problems. Part of your job is to help to resolve those problems. There is likely to be a problem if customer expectations are not met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed. Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed. As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right. This standard is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

When you have completed this standard you will have demonstrated your understanding of and your ability to:

- Resolve customer service problems

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Performance criteria

You must be able to:

Spot customer service problems

1. Listen carefully to your customers about any problem they have raised
2. Ask your customers about the problem to check your understanding
3. Recognise repeated problems and alert the appropriate authority
4. Share customer feedback with others to identify potential problems before they happen
5. Identify problems with systems and procedures before they begin to affect your customers

Pick the best solution to resolve customer service problems

6. Identify the options for resolving a customer service problem within organisational systems and procedures
7. Work with others to identify and confirm the options to resolve a customer service problem within the 'ethos' of the organisation
8. Work out the advantages and disadvantages of each option for your customer and your organisation
9. Discuss the best option(s) with your customer and your organisation
10. Identify for your customer other ways that problems may be resolved if you are unable to help

Take action to resolve customer service problems

11. Discuss and agree the options for solving the problem with your customer
12. Implement the option agreed with your customer
13. Work with others and your customer to make sure that any promises related to solving the problem are kept
14. Keep your customer fully informed about what is happening to resolve the problem
15. Check with your customer to make sure the problem has been resolved to their satisfaction
16. Give clear reasons to your customer when the problem has not been resolved to their satisfaction

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Knowledge and understanding

You need to know and understand:

1. Organisational procedures and systems for dealing with customer service problems
2. How and when to use own initiative
3. How to have confidence in discussing customers' needs
4. How to defuse potentially stressful situations
5. How to negotiate
6. The limitations of what you can offer your customer
7. Types of action that may make a customer problem worse and should be avoided

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Scope/range

1. Organisational systems and procedures

1.1 time

1.2 cost

1.3 brand standard / standard operating procedure

1.4 culture

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Originating Organisation	Institute of Customer Service
Original URN	Unit C3
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Suite	Hospitality Generics
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